

The NATIONAL UNDERWRITER

Life Insurance Edition

(This is a reproduction of NWNL's current national advertisement)

A civilian's prayer

Help me, Almighty God, to be the only kind of hero I can ever be.

Help me see how important it is that I go gladly and energetically about the humdrum business of saving my tires and my fuel, of spending less and saving more, of eating less and working harder, of asking less and giving more.

Help me see that while the war may be won no matter what I do, the light we fight to keep alive may go out because of what I prove myself to be.

Help me to realize that Americans are fighting today, not to create freedom and opportunity for the ruthless and greedy, but to make it possible for kind men, men of integrity, responsible men, to work in peace, and to work for the common good.

Help me realize that these fighting men—indeed, the good men and women of the whole world—are waiting now for one small but all-important sign from me:

They know I can't join them in the blood and dirt. But they want to see if I will seek responsibility. They wait now to see if I need merely to be led to do my part, or if I must be driven. For that will tell them if their spirit is also my spirit, and their purpose mine.

Help me not to fail them. Amen.

Northwestern National Life
INSURANCE COMPANY OF MINNEAPOLIS

O. J. Arnold President



In years past, this company's annual financial statement has appeared in this space. The current statement was issued as usual on January 1. Copies are available upon request.

INSURANCE IN FORCE \$498,544,076

ASSETS \$93,777,557

CAPITAL & SURPLUS FUNDS \$7,147,995

FRIDAY, JANUARY 8, 1943

Move Over, Billionaires

At the close of the first half of 1942, we were within sixty million dollars of having a billion dollars of Life Insurance in force.

Thus it will not be long before we join that select group of Companies in the billion dollar class. It could happen during the last half of 1942, certainly by early 1943.

The thought about it that gives us the greatest satisfaction is the security that Life Insurance means to the people who own it.

The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**



THE NATIONAL UNDERWRITER Life Insurance Edition. Published weekly by The National Underwriter Company. Office of publication, 175 W. Jackson Blvd., Chicago, Ill., U. S. A. Forty-seventh year. No. 2. Friday, January 8, 1943. \$3.50 per year (Canada \$4.50), 20 cents per copy. Entered as second-class matter, June 9, 1900, at the post office at Chicago, Ill., under Act of March 3, 1879.

*...not so
profitable*

Selling fans to Eskimos won't pay off the mortgage on the old homestead . . . nor will educational policies hold much appeal for the middle-aged. But for juveniles . . . ah! Doesn't the cash register sound wonderful?

What's in your sales kit? A wide range of policies for juveniles? . . . Annuities for elderly women? . . . Substandard facilities for the impaired? . . . Par and Non-Par? . . . Group? . . . Wholesale? . . . Salary Savings? . . . A&H . . . including Income Indemnity? . . . Cooperation based upon practical know-how?

Perhaps Continental Assurance can help you . . .

*Nationally Known for Strength
and Growth*

Continental
ASSURANCE COMPANY

CHICAGO, ILLINOIS

Affiliates:

**CONTINENTAL CASUALTY COMPANY
TRANSPORTATION INSURANCE COMPANY**

The NATIONAL UNDERWRITER

Forty-seventh Year—No. 2

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JANUARY 8, 1943

\$3.50 Year, 20 Cents a Copy

Junior Executives Offer Best Market for "5%" Approach

No Risk of Being Disallowed as Backdoor Dividend Payment

NEW YORK—Junior executives appear to be the best market for sales based on the 5 percent exemption in the salary stabilization regulations for premiums paid by employers to buy life insurance for employees. These executives are the men for whom other employers are most likely to be bidding, while usually their family situations are such that the substantial addition to their life insurance purchasable by 5 percent of their salaries is a real inducement. Furthermore such men are usually young enough so that 5 percent of salary buys a good sized amount of insurance.

Since these junior executives are not customarily stockholders there would not be the possible hitch that has been noted by some life insurance tax experts, namely, the fact that the amount which the employer pays for life insurance on the employee must comply with section 23(a) of the internal revenue code. This merely means that the payment, in common with wages and salaries, is an ordinary and necessary expense of the business and allowable as a deduction in figuring corporate income tax.

Might Be Disallowed

Since salaries are allowable as a deduction and dividends are not, the usual tendency for close corporations where the owners are active in the business is to keep the proprietors' salaries as high as possible in order to keep dividends to the minimum. If a stockholder active in the management were receiving, say, \$20,000 a year salary it might be that the internal revenue bureau would regard anything in excess of this amount as a back-door payment of dividends. If that were the case the \$1,000 annual premium payment which the corporation could otherwise make on the individual's behalf would not only be disallowed as a corporate income tax deduction but would be regarded as a salary increase of the type prohibited in the salary stabilization regulations.

Another question that has been raised is the possibility that the government might not allow a corporation to buy life insurance for only one employee, since the example shown in the regulations is based on employer's purchasing insurance for 20 employees. However, there is no other indication of intention to allow the purchase only for groups of employees and the regulations use the singular number in stating that "to the extent that amounts paid by an employer on account of insurance premi-

Compensation Plan for OCD Volunteers

Roosevelt Sets Up Federal Plan, Despite Pepper Bill's Defeat

President Roosevelt has signed a directive authorizing a fund of \$5,000,000 to be used for providing a system of federal workmen's compensation for volunteer defense workers throughout the country. Such provisions were part of the Pepper bill that failed of passage at the last session of Congress. The Social Security Board will administer the new scheme.

Under this setup medical and hospital expenses and monthly benefits will be provided for volunteer defense workers who are injured in line of duty and assistance will be given to families of volunteers that are killed.

Local offices, it is understood, are being set up in the various states.

\$4 Billion Paid in '42—Travelers

American insurance companies paid the public nearly \$4 billion last year, Travelers estimates. Of the \$3,905,000,000 estimated total about 66 percent or \$2,600,000,000 was paid in life insurance benefits. This is about a 10 percent decrease in the ratio of life insurance as compared with other lines.

The rise in payments in the non-life field mainly reflects increases in insurable values. Workmen's compensation benefits rose from \$157,000,000 in 1941 to an estimated \$190,000,000 in 1942. Payments in fire and allied lines jumped from \$523,000,000 to \$660,000,000, mainly because of the rise in ocean marine losses. Automobile liability claims accounted for \$229,000,000 as against \$209,000,000 the previous year. Benefits paid on accident and health policies rose from \$155,500,000 to \$160,000,000.

Back Lawrence for Trustee of National Association

NEWARK—The New Jersey Association of Life Underwriters and the five local associations in the state are endorsing Howard C. Lawrence, Newark general agent Lincoln National Life, as trustee for the National Association of Life Underwriters to fill one of the vacancies that now exists. These endorsements have been sent to the National association for consideration.

ums on a policy on the life of an employee... such amounts are not considered as salary."

Says Double Indemnity Should Be Paid in Boston

In the opinion of L. W. Dawson, vice-president and general counsel of Mutual Life, deaths directly traceable to suffocation in the recent Boston night club tragedy should not be excluded under those double indemnity clauses which by their language deny liability where death is due to "inhaling of gas."

"When double indemnity first was written," Mr. Dawson points out, "deaths from gas were included in its coverage as an accidental death. In the early days of the depression, companies were flooded with claims for double indemnity in cases where death due to carbon monoxide overcame insureds in their garages and also in the 'kitchen stove' type of gas death. While investigation and the association of these deaths with economic troubles made it apparent that in nearly all instances such deaths were suicidal, the tendency of juries and of courts to sustain these deaths as purely accidental made it necessary for companies to seek some protection against paying such improper claims. This led to the specific exclusion of liability for deaths due to 'inhaling of gas.'

Universal Application

"Then came the question of whether the exclusion should be invoked simply to bar claims where suicide was suspected or to bar all cases of death from the inhaling of gas. The decision seemed inevitable that, regardless of the motive which inspired the exclusion, the clear language of the policy which excluded deaths from inhaling of gas should be given its effect wherever the case fell within it. The reason for this was to prevent discrimination in treatment of policyholders and because any other construction would have thrown the companies right back on the evil they sought to avoid—the necessity of proving suicide in order to be relieved of liability.

Question of True Causation

"This decision seems obviously correct in the usual kitchen gas stove or garage carbon monoxide case. But carrying this reasoning to its literal conclusions, should not a company refuse to pay on a case such as the Boston fire, where suffocation, i.e., gas fumes, caused many deaths?"

"The answer seems to be clearly No. Here the question of true causation enters the picture. The gas exclusion was inserted for the purpose of excluding deaths where inhaling of gas was popularly considered to be the real cause of death. It did not contemplate and did not intend to exclude deaths in

(CONTINUED ON LAST PAGE)

Production Results for 1942 Reported

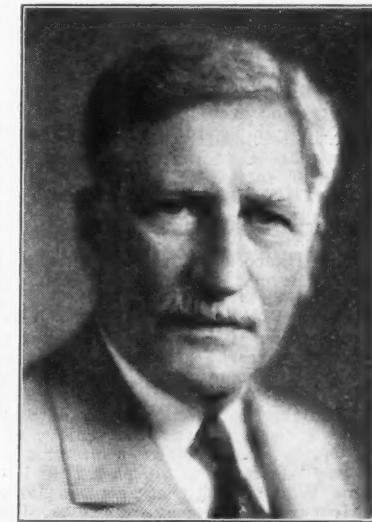
	New Paid Business	Change in Ins. in Force
Columbus Mut. Life...	\$ 9,578,528	\$ 13,521,696
Continental Amer. ...	15,889,603	18,083,882
Equitable Life, Ia....	42,852,790	52,018,098
Illinois Bankers Life.	7,541,538	19,907,366
Knights Life	36,120,744	38,935,334
Midland Mutual Life.	10,378,149	12,783,742
National Life, Vt.....	41,286,733	53,806,225

Northwestern Nat'l Again Tells '42 Story on New Year's

O. J. Arnold Stresses Need of Personal Responsibility in Giving Figures

MINNEAPOLIS — Life insurance, which has made an effective contribution to winning the war on the home front in 1942, must better that contribution in 1943 by continuing and intensifying its sales and service activities, O. J. Arnold, president of Northwestern National Life, declared in his annual review and analysis of the company's financial statement.

For many years Northwestern National has been first with its complete



O. J. ARNOLD

and final year-end figures, releasing them on New Year's Day. Mr. Arnold, accompanied by several other officers, presented and discussed the new statement at a general meeting in the White & Odell agency here. A similar meeting was held in Chicago Monday. It is tentatively planned to hold a series of gatherings patterned after the policyholders meetings pioneered by the company two years ago but adjusted to meet wartime conditions, to be held in localities where there is substantial representation of policyholders and agents.

Cites Spirit That Is Needed

"As national income rises to an all-time high and consumer goods get scarcer due to shortages and rationing, our job of diverting surplus 'inflationary' dollars into life insurance and war bonds will step up in importance," Mr. Arnold said. "The responsibility of

(CONTINUED ON PAGE 10)

Agents' Role in War Effort Stressed by Harrison of New York Life

By GEORGE L. HARRISON
President New York Life

As we look back over the past three years of war, we can hardly fail to be impressed with the fact that many of the important happenings were unpredictable and unexpected in their timing. In discussing the coming year, I should like to omit reference to the outlook. We can merely enter this new year with confidence and hope that on all of our far flung battlefields, 1943 will see the United Nations marching towards victory. Furthermore, it would seem to be more appropriate, at this time, to suggest ways and means by which we at home can make our military successes more certain.

The government needs two things from every citizen if it is to maintain its maximum fighting effort and if it is to preserve financial and economic stability. First, it needs as much of our money as we can possibly turn over to it either in the payment of taxes or in the voluntary purchase of war bonds. With this money the government will be able to buy the goods and services which it needs to meet the expanding requirements of our own armed forces and of the military and civilian establishments of our allies. Second, since

Shattuck Mutual Benefit Life Assistant Secretary

Ira W. Shattuck of the agency department has been named an assistant secretary of Mutual Benefit Life, succeeding A. W. Kissam, who is relinquishing that post because of illness. Except for service in the army during the last war, Mr. Shattuck has been with Mutual Benefit since 1907. He has had charge of production records and personnel matters since 1925 and in his new capacity will also have the responsibility for records relating to agents' contracts and licenses. Mr. Shattuck is chief air raid warden for the home office.

John Hancock Announces District Agency Changes

John Hancock Mutual Life has announced several district agency changes, effective Feb. 1.

George W. Baker will retire as district manager at Worcester, Mass., after 50 years of service and is succeeded by George B. Thompson, Jr., district manager at New London.

Mr. Baker started as a clerk and was made a claim adjuster the same year. In 1902 he was appointed inspector and in 1906 supervisor of agencies. He became Worcester district agent in 1919.

Henry L. Gottesman retires as district manager in Newark, completing over 36 years of service. Max Mell is transferred from Orange, N. J., to succeed him.

Mr. Gottesman is president of the John Hancock Managers Association of northern New Jersey. The Boosters Club of the agency, will give a dinner in his honor Jan. 10. In attendance from the home office will be Victor J. Butts, regional district manager, and Lloyd F. Stevens, field supervisor.

Lawrence A. Chiello, assistant manager at Providence, is promoted to district manager at New London and Harry J. Cole, assistant manager at Hempstead, to district manager at Orange.

Please Mention
The National Underwriter
when Writing to
Advertisers

services is limited, the government requires that each one of us purchase and consume as little as possible. In that way a greater proportion of the country's total output will be available to the government in its war effort.

Under the circumstances, there is a seven point program which, I believe, every individual citizen throughout the country should endeavor to follow as closely as his own circumstances render possible.

1. Be thrifty and frugal.
2. Buy war bonds and stamps.
3. Maintain life insurance.
4. Maintain savings deposits.
5. Buy only the things that are absolutely necessary.
6. Prepare to pay high taxes.
7. Comply with rationing regulations, price ceilings and other governmental restrictions.

Importance of Agent

This seven point program means more to us in the life insurance business and particularly to you, the field representatives, than it does to people in many other walks of life. You have always been apostles of thrift. That has always been your job, and an important one. And now, when one of your country's greatest needs is to have every citizen live a life of almost Spartan-like simplicity, your opportunity to be of service assumes even greater importance by virtue of the part you, as insurance men, are playing in the overall war effort.

No group of business men in the country is better suited to aid the country than are the life insurance field forces. Already, through the sale of war bonds and life insurance, you are making an important contribution to the government's efforts to control the cost of living. And I firmly believe that if you will strive patriotically to preach the gospel of thrift and self denial, yours will be a useful and successful new year.

Union Central Wins 10% Flag



(Left to right) A. E. Anderson, chairman Hamilton county war savings staff; W. Howard Cox, president Union Central Life; Insurance Superintendent Lloyd of Ohio; and Howard Bradtmueller, president Union Central Employees War Activities Association.

Home office employees of Union Central Life have been awarded a 10 percent war bond banner by the U. S. Treasury Department.

A. E. Anderson, chairman of Hamil-

Crowell "Insurance Field" Editor

The Insurance Field Co., Louisville, has announced a number of changes in its official personnel. M. W. Davidson has been elected president and Fred C. Crowell, Jr., is named editor, succeeding John E. Puckette, resigned. John Buchanan, Louisville, and George R. Rice, Atlanta, have been elected vice-presidents; Robert G. Griffin, treasurer and business manager, and Byron C. Grimes, secretary.

All have been associated with the organization for a number of years. Mr. Davidson has served as treasurer for nine years and Mr. Buchanan has been a member of the board for many years. He succeeds the late Ben P. Branham as vice-president. Mr. Rice has been with the "Field" 32 years. He has been located in Atlanta since 1919 and in full charge of its southeastern operations since 1938. He will continue in Atlanta.

New Editor's Career

Mr. Crowell joined "Field" as sales editor in 1938, following a number of years in insurance journal and daily newspaper work. He was graduated from Iowa State College in 1929. He has made many speaking appearances before insurance groups and is the author of a new book, "Insuring Your Business," being published this month by Barron's."

Mr. Griffin has been managing editor for two years. As business manager he succeeds Dennis J. Perkins, now in the army. The position of managing editor has been discontinued. Mr. Grimes, who was transferred from the New York office in the spring of 1942, is supervisor of forms.

Mr. Puckette joined the "Field" in 1927 and served successively as associate editor, managing editor and editor-president. He was editorial representative in New York in 1928-29. His future plans have not been announced.

Twenty-three members of the field force of Central Life of Des Moines are now in the service.

Group in Force Gains Two Billion; Totals 21 Billion

Parkinson Analyzes Results for Year—Accident Coverage Increased

NEW YORK—Group life insurance in force increased approximately \$2,000,000,000 in 1942, bringing the total in force in all companies to an all-time high of \$21,000,000,000, Thomas I. Parkinson, president Equitable Society, announced in analyzing group operations for the year. Group accident and health insurance now in force provides \$83,000,000 weekly indemnity; \$3,800,000,000 in accidental death and dismemberment insurance; \$14,000,000 in daily hospital expense benefits for employees and dependents, plus allowances for special hospital fees and reimbursement for surgical and maternity cases. Group annuities in force provide for \$180,000,000 in annual retirement income at maturity.

Group life insurance now protects 14,000,000 employees for an average of \$1,500 each of 34,000 companies in varied industrial classifications. Records indicate that close to one-half of those insured for group life have no other life insurance. "Thus, the security created by the voluntary cooperation of employer and employee is for millions of American families the only protection against dependency upon public or private charity," Mr. Parkinson pointed out.

Bulwarks Home Front

"In war-time this sizable volume of protection bulwarks the home front by providing indemnity against the rising toll of death, accident, and illness, which, unfortunately, accompanies rush-order production in the essential industries. It is only natural that the bulk of new group protection provided in 1942 was written to protect war workers and their families.

"The test of any insurance plan is, of course, not its size, but benefits paid," Mr. Parkinson stated. "A striking illustration of group insurance at work occurred last March when 22 war workers lost their lives in an explosion at the Iowa Ordnance Plant near Burlington. Under an Equitable contract every employee in this plant is protected immediately upon employment by \$2,000 of group life insurance paid for entirely by the employer. Within 36 hours of receipt of news of the disaster, Equitable mailed out checks payable to the beneficiaries of those who were killed.

Benefits Total \$120,000,000

"Catastrophes of this kind are fortunately the exception, but day in and day out group insurance quietly carries out its appointed function of protecting millions of American home circles. Yet during the year just completed group life benefits amounted to approximately \$120,000,000, with many additional millions paid under the other forms of protection."

In Equitable alone, Mr. Parkinson reported, group life insurance increased about \$325,000,000 to an all-time record volume in force of \$3,065,000,000 protecting the dependents of 1,737,000 certificate holders.

Protection was made available also to thousands of employees under the other coverages. Equitable results for 1942 alone include: group accident and health, \$800,000 in weekly payments to ill or disabled employees; accidental

(CONTINUED ON LAST PAGE)

Democrats Urge State Health Cover in N. Y.

Governor, Relinquishing Reins to G.O.P. Successor, Asks Study by Commission

NEW YORK—State health insurance was urged by Governor Poletti of New York in a radio address on the eve of his turning over the reins to Thomas E. Dewey, the state's first Republican governor in 20 years. Poletti, who held the governorship briefly following Governor Lehman's retirement, strongly advocated the establishment of a state commission to study the state's social and economic organization along the lines of a proposal which he and other Democratic leaders made a few days earlier for a "Beveridge Plan" for New York state.

Governor Poletti ranked health along with education, child care, recreation, and housing as primary concerns of state government.

"We need health insurance," he declared. "Even for families of some means a single serious illness is a financial catastrophe. The medical costs of average families could be met within their budgets if the costs were distributed among large groups of people over periods of time."

Praising the Beveridge report, Mr. Poletti stressed the need for a New York state commission which would make recommendations "so that our state may insure itself against postwar chaos. The most distinguished industrialists, labor leaders, economists and sociologists of our time should be members."

Mr. Poletti pointed out that since the enactment of the workmen's compensation law New York has pioneered in the field of social security but said that though the state has sound programs they are too independent of each other, developed without adequate regard to their effect on other programs. He said that through the proposed commission's study a single, comprehensive coordinated plan would evolve.

This plan would not be a "new order" nor a master charity plan, he said, expressing a belief that the benefits should be paid for by the citizens and that assistance should be rendered not as a dole but as a right.

In view of the importance which Governor Poletti and other Democratic leaders have attached to the setting up of an integrated social insurance plan for the state it seems apparent that it will be the Democratic organization's main theme in keeping itself before the electorate in its new role as the party out of power in the state administration.

De Groat, Boston Veteran, Retires

BOSTON—Floyd E. DeGroat, general agent of Mutual Benefit Life in Boston for the past 30 years, has announced his retirement following 50 years in life insurance. He joined the company at Buffalo in 1904 as district agent, became a large personal producer and was made a general agent at Springfield, Ill. Later he served in San Francisco and came to Boston in 1913. He has been president of the Massachusetts Association of Life Underwriters and been active in legislative matters and opposing the savings bank life insurance plan.

May Consolidate Mich. Department

Corell Named Acting Commissioner—Expect Opposition to Governor's Proposal

LANSING, MICH.—Governor Kelly of Michigan has named Horace B. Corell acting insurance commissioner and has indicated that he will request the 1943 legislature to merge the department with five other state supervisory divisions under a single head.

Mr. Corell, a former veteran in the department, was displaced as deputy commissioner two years ago when Eugene P. Berry was named commissioner. The selection of Mr. Corell is expected to be a popular move as he is familiar with every phase of the department's activities and he has a reputation for utmost fairness and judgment.

The governor's proposal to make the insurance department merely a unit in an omnibus division directing supervision of business activities is not likely to be as well-received by insurance people. The proposal may precipitate a stubborn fight during the legislative session which starts this week. Governor Kelly did not give details of his program but said the projected super-bureau would include, in addition to the insurance department, the banking department, the corporation and securities commission, the building and loan division of the department of state, the finance company division of the state treasurer's office, and the public trust commission.

As Frank M. Cordero, deputy commissioner, was named by Commissioner Berry his continuance with the department, in the light of the impending reorganization, is considered doubtful. L. H. Sanford, chief examiner and second

Takes D. L. B. Post



H. P. GRAVENGAARD

H. P. Gravengaard has resigned as Toledo general agent of New England Mutual Life and on March 1 will become associate editor of the Diamond Life Bulletins of THE NATIONAL UNDERWRITER. He was formerly manager of sales training of Aetna Life.

deputy, has had a long record with the department and his retention is expected.

Mr. Corell entered the insurance department as chief of the rating division in 1918, became second deputy, and then first deputy, remaining in that post for some 15 years until his removal. Mr. Corell lately has been an inspector with the Underwriters' Laboratories.

Renewed Dedication

It is exactly 150 years since January 9, 1793, the day on which President George Washington handed a passport letter to Blanchard and watched the balloonist make his ascension to begin the first air voyage in America, from Philadelphia to Woodbury.

The Washington letter carried by the aeronaut on that beginning of aviation in the New World requested "all to whom these presents shall come" to receive and aid on his descent "an individual so distinguished by his efforts to establish and advance an art in order to make it useful to mankind in general."

The sesquicentennial anniversary of the first air voyage in America comes at a time when air power has been found the most mighty factor in a great global war, with hundreds of thousands of men the world over making, arming, maintaining, and flying aircraft.

After the war aviation will have much work to do in peace-time pursuits. At this anniversary let us contemplate the new future in the light of Washington's dedication of aviation, "to make it useful to mankind in general."

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Project Group Cover for All Clothing Workers

Plan Would Be Industry Wide Including 125,000 Employees

NEW YORK—Negotiations are under way between various group-writing companies and a joint employer-union board in the clothing industry with a view to placing a new type of group case covering more than 125,000 workers for life insurance and accident and sickness benefits. The plan would be industry-wide in scope, except for the Chicago area, where a somewhat similar plan is already in effect with the union's own company, Amalgamated Life & Health.

The present proposal is not to form a new company but to have the case underwritten by a regular group company. Coverage would not be on the Amalgamated Clothing Workers Union (CIO) in the sense that the union would be the insured under the master certificate and have the responsibility for handling premiums. Instead, all employers would pay the specified 2 percent deduction into a trust fund to be administered by a board of trustees representing the union and the clothing manufacturers association.

Since the arrangement is part of the collective bargaining agreement between the manufacturers and the union the latter would be in a position to enforce the deduction if any employer proved delinquent. The trust fund will pay the premiums to the insurer as they come due and also build up a substantial reserve.

Benefits will be \$500 life insurance to age 70 and \$250 after that. Accident and sickness benefits are tentatively scheduled at \$10 a week, not to exceed 15 weeks during any 12-month period.

One object of making the plan industry-wide is to make sure that workers shifting from one clothing manufacturer to another will not lose the benefits of group insurance they may have had, also to keep employers from discontinuing group plans. Employees can shift from the industry-wide plan to the Chicago plan without penalty, it was stated.

The proposal opens up some interesting implications for group insurance. In industries where unionization is complete there might be agitation to adopt similar plans, with the result that a few mammoth group cases might account for a large share of the total group business.

Schedule Pacific Mutual General Agents' Parleys

LOS ANGELES—The executive committee of the Pacific Mutual General Agents' Association will meet here Jan. 9-13. Joseph M. Gantz, Cincinnati, is president.

A regional conference of the western general agents will be held in San Bernardino, Jan. 14-16. Eastern and central western general agents will meet in St. Louis Jan. 20-22. H. K. Cassidy, San Francisco, is chairman of the regional conferences committee and will attend both meetings. The home office will be represented by Asa V. Call, president; William M. Rothamel, agency vice-president; and Carter H. Bryant, director of recruiting.

Allen Is Trustee of Penn Mutual

George E. Allen, vice-president of Home of New York, the fire insurance company, has been elected a trustee of Penn Mutual Life.

Medical Picture Is Much Improved

Dr. Anderson Finds Infections Under Control, Sulfonamines Great Aid

There no longer is presented to life company selection men any problem connected with the infectious diseases, Dr. Karl W. Anderson, medical director of Northwestern National Life, told the joint annual meeting of the R. J. Wiese and Cramsie-Laadt & Co., general agencies at Chicago. Influenza showed a marked decrease and physicians do not anticipate any "flu" epidemic this winter or next spring, nor even next fall.

There has been a further decrease in tuberculosis deaths which have dropped from 225 per 100,000 in 1910 to approximately 28 last year. Pneumonia has shown marked improvement, most of which up to age 35 is due to curing the infection in youth. Now the child born in 1942 may expect to live to age 66, whereas in 1900 he had an expectancy only to age 37.

Smallpox Fast Dwindling

Smallpox is being steadily stamped out in this country and has been virtually so in Sweden where vaccination is more general. The day will come when there will be no smallpox, he said.

Dr. Anderson spoke especially of the new science in medicine of caring for people in middle age or over. At first this dealt only with those over age 65, but now it takes care of age 40 and over, on the basis that most of the disease in later life could have been prevented by earlier treatment. Increased longevity is resulting.

General aging as affecting older people is the principal concern of life company underwriters today. They rarely have to decline a case on account of recent pneumonia, smallpox, scarlet fever, etc. Most of the declinations are due to affected heart valves and other cardiac troubles.

The trend of thought is that cancer is a degenerative disease secondary to the aging process.

Blood Pressure Controllable

He said there is no cure for high blood pressure and it is not anticipated that any will be found as it is due to the aging process, but it can be controlled by modern treatment and by a modified mode of living. Low blood pressure, he said, no matter how low, is now considered a blessing. Coronary disability was the only one of the heart afflictions that increased last year. Cancer and diabetes remained about at the same rate as in 1941.

The greatest improvement among diabetics has been observed in children, who if now 10 may live to age 50 by using insulin whereas their expectancy in the past was only about one year. Insulin treatment shows improved longevity at all ages. Dr. Anderson said he knows of no life company insuring insulin users but hopes a plan can be worked out some way to do so.

Northwestern National is salvaging many such cases over 40 by employing a blood sugar test at the home office. It permits issuing standard or sub-standard on many cases which formerly were rejected. It is now possible to determine whether the sugar is a transient or chronic condition.

Figures on Acceptances

An evidence of the newer approach to life underwriting is that among male applicants to Northwestern National last year over age 50 there was more than 9 percent increase in acceptance over 1941 and there was over 30 percent increase of female acceptances. The women applicants have been very satisfactory even in the child-bearing ages, he said. Many are now making money and they are coming to appreciate the

War Plants' Secrecy Makes Inspections More Difficult

NEW YORK—With the big increase in numbers of men and women employed in war industries there has been a considerable aggravation of the difficulty of getting prompt and complete inspection information on applicants employed in these industries. Secrecy in operations is of course essential and plant managements are usually extremely reticent or entirely uncommunicative about what this or that worker is doing. The applicant himself is about the only source of information and he may not have a very accurate idea of the hazards of his occupation. The greatest danger lies in the possibility that some highly dangerous operation of which he is unaware is being conducted near enough to where he works so that he is running a measurably greater risk.

Executives, highly paid technicians and other high salaried personnel do not present much of an underwriting problem. The main consideration is to guard against overinsurance in relation to the applicant's normal earning power. This means sizing him up and appraising the chances of his landing on his feet when the war is over. It is anticipated that there will still be a big demand for engineers and technicians when the war is over, as they will be needed to handle the work of shifting back to a peacetime basis and in operating the plants from then on.

Speculation Held Unlikely

The steep increase in income tax rates makes it almost impossible for anyone to put a large enough percentage of income into premiums to make the outlay a good speculation. For the same reason, any such attempt would call immediate attention to itself by being so far out of line with the average for other applicants with similar incomes and family situations.

Underwriters are not seriously concerned about the possibility that overwork and nervous strain will increase the death rate among executives harassed by difficulties in meeting war contracts. Worry during the late depression is believed to have been responsible for many premature deaths that have occurred since, but today's headaches are of a different type. There is no question among war plant executives about making enough money to keep going. This might be a consideration among business men in the strictly civilian production field whose enterprises are endangered by the difficulty of getting raw materials, but obviously not many of these men are buying life insurance today in any large amounts.

value of life insurance. They are a good source of prospects.

Another class which agents should not overlook is men who have been examined for military service and classified 4F on account of some disability. This classification does not prove the man is ineligible for life insurance. For instance companies now accept standard many persons with hernia, and also will underwrite substandard with a history of past ulcers if there has been a year elapsed since the last attack and if there has been no medical care required. Eye conditions which reject a man for military service do not necessarily bar him from life insurance.

Use of the sulfonamides has caused a marked improvement in pneumonia and also in venereal diseases, so that syphilis is now curable in a single day, Dr. Anderson said.

He reported a special study of risk acceptances in the Wiese and Cramsie-Laadt agencies, which had about 88 percent of risks accepted as applied for last year, a substantial increase over 1940 and 1941. The company total last year was 85 percent; in 1941, 86.6, and 1940, 85.5. These figures are in addition to

Get Back on Main Line in 1943, Boissard Plea

George A. Boissard, president of National Guardian Life of Madison, Wis., has sent to his agents a sprightly message in which he urges them to "get back on the main line."

"For one thing don't start the new year worrying and talking about a guy over in England with a Sir in front of



GEORGE A. BOISSARD

his name and a monocle in his eye who wants John Bull to take over industrial life insurance after the war," Mr. Boissard writes.

"That's England, not U.S.A. And over there the man who runs a debit owns his book and can sell it to whom he pleases, and the company hasn't a word to say.

"Here in U.S.A. people you know recognize that if they don't provide for their families or their old years the going's likely to get pretty rough.

"Old Doc Townsend had a Plan with a capital P but he attracted only wishful thinkers. You don't hear very much about 'Townsend Clubs' these days, do you? They're not buying war bonds, these Utopia hunters. No; they're on the receiving end, and not interested one hoot in the boys who are fighting our battles and theirs.

"There were no Ham & Eggers campaigning for public office in California or elsewhere last October.

"The Every-Man-A-King and Every-Boy-&-Girl-a-College-Education faded from the picture when death muffled the clarion voice of Huey Long.

"The Economites, at Harmony, Pa.—the Indiana Utopians—the Transcendentalists with their keenly intellectual core, at Concord, Mass.—why enumerate? Since Plato's days there've been recurrent periods when up bobs a man or a group who has all the answers, and, as goes the old Negro song: 'We ain't goin' to work no mo', no mo'!"

"But these always flop.

"1943 is a good year to get back on the main line. Fit life insurance to the needs of intelligent men and they'll bless you for your service.

"You can see more people in '43 than in any year of the last decade. Not so many of 'em on the move. And, do you know, old-timers and some ex-life salesmen are now remembering how much better they did before they bought their first car. After that they began to range their territory like an untrained bird-dog turned loose in 160 acres—covered miles of ground, flushed lots of birds, but couldn't settle down to the steady gait that wins—always has and always will and will for thee in '43."

substandard acceptances, which add 5 or 6 percent.

Penn Mutual Has Striking Display

Penn Mutual Life introduced an innovation at its annual policyholders' meeting Jan. 4 by showing an elaborate 80 foot three dimensional animated display depicting the theme, "Life Insurance Contributes to the Preservation of the American Way of Life."

The display was comprised of four panels of approximately 20 feet each showing how life insurance is contributing to the preservation of the American way of life by its contribution to the war effort, on the economic front and also the importance of the home office agency in the Philadelphia community and Penn Mutual through five wars.

One section beside a cut-out design of an army of men and women shown in the various branches of war activities, has these captions: 7,253 in the armed forces, 6,821 in war service for the government and in war industries, 18,687 are volunteer representatives of the Treasury War Savings staff. Through their efforts 66,000 firms employing 11,165,000 people are buying \$2,035,480,000 war bonds annually through payroll deductions, 1,412 are serving with selective service, war, price and rationing boards; 27,729 are serving in civilian defense activities.

Another section relates to the Institute of Life Insurance health crusade.

Another shows a three dimensional figure of a dollar at work swinging a pick with a caption, "Life Insurance's Contribution to War Financing."

Appropriate three dimensional animated displays illustrate the following titles: Holds the Family Group Together, Preserves Pride and Self-Respect, Fulfills Uncompleted Educational Plans, Completes Ownership of Home, Protects Business Management, Assures Continuity of Family Plans.

In one panel, referring to the home office agency, there are small scenes emanating from the main picture of the life insurance underwriter. There is the statement that 175,000 people in and around Philadelphia are beneficiaries of a \$263,000,000 estate in Penn Mutual, and that over \$7,000,000 is distributed annually in and around Philadelphia.

Also the salary savings plan meets the threat of inflation, life insurance insures your social security income, it does not compete with it; over 7,000 Bell employees own 13,000 policies, and life underwriting—a profession.

There is a panel showing the growth of Penn Mutual through five wars starting in 1847 to 1943 with over \$2 billion insurance in force. There is a reproduction of Penn Mutual's first building where business was started in 1847 and a second replica of the present 18-story building on Independence Square.

A plaque depicts the style of army uniforms during each of the five wars through which the Penn Mutual has come and additional plaques indicate the times by reproduction of historical events.

Central of Ia. Leaders Confer

A group of general agents and agents, winners in the president's campaign, held a one-day meeting at the office of Central Life of Des Moines.

Discussions centered on the company's new non-medical program and gasoline rationing for agents, with the theme of the program "Life Insurance Today."

Speakers included President E. H. Mulock, Dr. Martin Olsen, vice-president and medical director; W. F. Poorman, vice-president and actuary, and H. E. Whiteley, assistant to the president.

J. A. Barger Acting Manager

J. A. Barger is serving as acting manager of the Guy Reem agency of State Mutual Life in Detroit while Mr. Reem is with the navy as lieutenant commander. Mr. Barger is one of the associates in the agency.



A Good Ice Breaker!

if YOU'VE never sold Life insurance before, you can sell Term Expectancy-Triple Protection.

Nearly everyone needs additional Life insurance today to offset increased taxes and higher living costs. Term Expectancy-Triple Protection offers 20-year Life insurance protection at the lowest cost per \$1,000 at which such long term insurance has ever been available.

The plan itself is very simple. It

offers three times the basic contract in case of death before 1963. The basic contract itself can be continued at the rate for this present age until the buyer reaches his expectancy age—in most cases, somewhere in his mid-sixties.

It is as easy to sell as Accident, Automobile, or other lines that are usually sold on the first interview. If you are thinking of widening your activities, Term Expectancy-Triple Protection offers a good ice-breaker.

THE TRAVELERS INSURANCE COMPANY

HARTFORD, CONNECTICUT

Great Northern Honors Sullivan at Surprise Fete

A surprise testimonial to John A. Sullivan, life department vice-president of Great Northern Life, featured a dinner in Chicago Monday night in connection with the conference of general agents of that company. Mr. Sullivan will round out 31 years with Great Northern March 1. President H. G. Royer reviewed his association with Mr. Sullivan since the company was moved to Chicago nearly 22 years ago, stating that his first purpose always has been to take care of the policyholders and second to look after the interest of the field men. G. O. Pauley, secretary, and C. R. Holton, vice-president and general counsel, also paid tribute to Mr. Sullivan on behalf of the company. Ira S. Parker, auditor and assistant secretary; Frank X. Basche, general agent at Green Bay, Wis., and E. P. Oertel, assistant vice-president, all of whom were associated with Mr. Sullivan and Great Northern before it moved to Chicago, told of their contacts with him in the early days and R. B. Smith, Oklahoma City general agent, on behalf of the sales forces presented him a fitted traveling bag.

Mr. Sullivan, who was entirely unaware that the dinner was to be in his honor, was greatly moved by the testimonial and responded very briefly.

"Our Service Can Be Successfully Merchandised in 1943" was the theme of the general agents' conference. At the opening session, reports on home office operations were presented by President Royer, Secretary Pauley, Vice-presidents Sullivan and John Patterson, Mr. Parker and F. R. Thomas, underwriter. Mr. Pauley also spoke on the work of the Insurance Economics Society, of which he is president.

At the session devoted to the monthly premium accident and health department, in charge of Vice-president Patterson, speakers were Mrs. Ethel Smith, Cleveland; B. M. Harris, Memphis; A. C. Brown, Minneapolis; R. R. Smith, San Francisco, and G. E. McElvey, Houston.

President Royer had charge of the commercial accident and health sessions, speakers being R. C. Kellison, in charge of the commercial accident and health department at the home office; G. H. Wilson, Sioux City, Ia., leading personal producer; F. X. Basche, Green Bay, Wis., and R. R. Craig, Chicago.

Vice-president Sullivan presided at the life session. Speakers included E. P. Oertel, assistant vice-president; B. M. Stahl, Madison, Wis.; C. C. Raisbeck, Milwaukee; R. B. Smith, Oklahoma City; R. J. Long, Detroit, and H. E. Hawkins, Land o' Lakes, Wis.

Damages Not Allowed for Canceling Contract

Federal Judge Dewey at Des Moines has held that Kansas City Life had not broken its contract with E. A. McNabb, former general agent. McNabb had sought damages of \$70,000 on the ground that Kansas City Life had arbitrarily canceled its contract which was made Jan. 2, 1939, although it called for a minimum of 10 years. He originally sought \$60,000 damages but he amended the petition to ask for \$10,000 additional for expense in maintaining an office in 1939 and 1940. Judge Dewey held that McNabb was entitled to renewal commissions on business written while he was general agent.

Best to Address N. Y. Supervisors

A. M. Best, insurance publisher, will speak at the next meeting of the New York Life Supervisors' Association Jan. 12 at Hotel Martinique on "Present Trends in the Life Insurance Business."

Luncheon for Pink Jan. 19 Will Be Memorable

NEW YORK—All insurance interests are preparing to participate in the luncheon here Jan. 19 for Louis H. Pink, who is retiring as New York insurance superintendent to become president of Associated Hospital Service of New York. More than 600 tickets have already been issued.

In addition to Mr. and Mrs. Pink, their son, daughter and the latter's husband will be in attendance and will be seated upon the dais. Governor Wills of Vermont has promised to be on hand, as will former Governor Lehman of New York providing he can be relieved from his present duties in Washington. All former living commissioners of this state, as well as present commissioners of Massachusetts, Ohio, Connecticut, New Hampshire, New Jersey, and perhaps additional states, will be seated at a special table. Altogether the luncheon promises to be one of the most notable of its kinds held in the insurance industry for a long time.

The life insurance leaders on the committee include L. A. Lincoln, president of Metropolitan Life, and T. I. Parkinson, president of Equitable Society. Chairman is Jesse S. Phillips, former New York superintendent, and the treasurer, through whom reservations may be made, H. P. Dunham, 100 Broadway.

Coffin Addresses Zimmerman Agency Gathering

Life agents through cooperation with the Treasury in sale of war bonds on the salary savings plan are performing a vital war service that could not be rendered by any other group, V. B. Coffin, vice-president and superintendent of agencies Connecticut Mutual, told the Zimmerman agency of Chicago at an all-day sales congress Tuesday.

"America's success in the war," he said, "depends in no small measure on continued cooperation. Life agents, because of their training in selling insurance as a medium of individual thrift, are performing a war service that could not be performed by any other group."

Henry C. Hunken, the general agent, presided and spoke. R. F. Spindell, of Spindell-Millett service, talked on pension trusts and present tax conditions.

Lamar Revises War Clause

Lamar Life is now attaching war and aviation exclusion provisions to all policies regardless of age or sex. There have been some minor changes in the clauses that were in use. Recovery is denied on account of death from any cause while the insured is in military or naval service outside the United States, District of Columbia and Canada, on account of death as a result of war or any act incident thereto while a civilian or while enrolled in any auxiliary or civilian non-combatant forces of any country at war within two years from date of issue, and as a direct or indirect result of aviation activities except while flying as a fare paying passenger on regular airlines.

Mutual Life Veteran Retires

Godfrey Moora, associate supervisor of risks for Mutual Life of New York and a former trustee of the Home Office Life Underwriters' Association, has been retired after 43 years of service. Mr. Moora joined Mutual in 1900 as an office boy in the old correspondence division, subsequently was transferred to the office of inspector of risks and in 1922 was appointed assistant supervisor of risks. He was named associate supervisor in 1929.

Nelson Moves to Los Angeles

Harold J. Nelson, Pacific Coast supervisor of Reliance Life, has moved his offices from San Francisco to Los Angeles, with the C. L. Cox agency there, due to increasing of business in southern California.

R. M. Stevenson Succeeds Furey at Pittsburgh

Berkshire Life has appointed R. Maxwell Stevenson, now general agent for National Life, to succeed W. Rankin Furey as general agent in Pittsburgh.

Mr. Stevenson has been active in organization activities. He was a supervisor for Berkshire Life before becoming general agent for National Life.

Mr. Furey's first official act as director of agencies was to appoint Mr. Stevenson as the new Pittsburgh general agent.

Mr. Stevenson started his insurance career with William M. Furey & Son in 1930. In 1934, he was appointed western Pennsylvania general agent for National Life. His work with the Pittsburgh Life Underwriters Association was outstanding and beginning in 1933 he worked through every office culminating in the presidency. He now serves as a director.

Mr. Stevenson was born in Greenville, Pa., and was educated at Carnegie Tech.

McInnes Elected at Kansas City

KANSAS CITY—J. D. McInnes, Jr., Kansas City Life, was elected president of the General Agents & Managers Association of Kansas City. He succeeds Wayne Clover of Penn Mutual. Arthur D. Lynn of Massachusetts Mutual was elected vice-president, and Glen S. Baker of Prudential secretary-treasurer.

Harry Lucas of Metropolitan Life was named a director to fill the one-year term of J. J. Donlon, who has been transferred to Sedalia, Mo. Other directors are Paul C. French, New York Life, and Marion F. Houston, Washington National.

Secretary for N. Y. Savings Banks

The Savings Bank Life Insurance Council of New York has appointed a field secretary, Walter E. Rapp of the Williamsburg Savings Bank. Mr. Rapp Jan. 1 assumed his new duties, which consist of traveling among those savings banks that sell life insurance and will help them in the development of the new service. New York savings banks had \$28,083,176 of life insurance in force on Oct. 31.

Dr. Chauncey C. Maher, associate professor of medicine at Northwestern University medical school, will discuss diagnostic methods employed on patients with heart disease at the Jan. 12 meeting of the Chicago Claim Association.

Income Tax Sales Approach Is Proving Popular

From now until March 15 life agents have a good reason for going over the life insurance programs of clients and prospects to be sure that sufficient clean-up funds are being provided to take care of income tax payments. Men making \$5,000 or over will have to pay substantial income taxes and as most people pay on a quarterly basis they are always a year behind in their payments.

A special income tax sales approach and an income tax deductions record booklet have been prepared by THE NATIONAL UNDERWRITER. They are proving particularly popular. Samples can be secured by writing the Chicago office at 175 West Jackson boulevard.

E. P. Fay, Cal. Insurance Department, Named Judge

Chief Assistant Insurance Commissioner Eugene P. Fay has been appointed a judge of the municipal court for Los Angeles city and was sworn in Jan. 7. The appointment was one of the last made by ex-Governor Olson. Mr. Fay has been chief assistant for more than three years and previous to that time was counsel in the liquidation department of the insurance department for several years.

24 Month Paid Up Contract

Empire State Mutual Life of Jamestown, N. Y., has brought out a policy that becomes fully paid up in 24 months. Loan and cash values are available after three months as well as extended and paid up insurance privileges. Ages run from 10 to 60 years. At age 30 the rate is \$20.20 a month. Non-medical in amounts up to \$2,000 is available up to age 45 for both men and women. Every dollar in premium received will be invested in war bonds. Agents are advised to offer this program to war workers who have excess funds which they wish to convert quickly into paid up insurance.

Establishing Women's Departments

Mrs. Stella Gibbs, manager of the women's department of California-Western States Life, is establishing women's departments for the company in the Pacific northwest territory.

She went to San Francisco in 1939 and has been highly successful in her work there. She served as chairman of the women's committee of the San Francisco Life Underwriters Association the past year.

WANTED - MANAGER

For Kansas City, Missouri Office of strong, progressive Life Insurance Company. This office has been at same location for the past 32 years. Must be good personal producer. Commission and office allowance, with attractive territory in Missouri and Kansas, adjacent to Kansas City. Splendid opportunity. In reply state qualifications. Address Box Q-98, The National Underwriter, 175 W. Jackson Blvd., Chicago, Ill.

OBSERVATIONS

Radiating Cordiality

George L. Harrison, president of the New York Life, who was formerly head of the New York Federal Reserve Bank, is a believer in promoting cordial public relations and having the people take an interest in an institution. In fact, insurance presidents are doing much more these days to humanize their organizations and create an attitude of good will from the outside. Much can be expected from President Harrison in this line. He has almost an uncanny faculty of remembering names and faces.

Vice-president George S. Van Schaick of the New York Life accompanied him to the mid-year meeting of the National Association of Insurance Commissioners.

When Mr. Harrison was introduced to a man he had a few words with him and fixed his eyes very directly on the person presented. After he has met a person it is seldom that he forgets his name and position. Undoubtedly he aims to inject considerable warmth in the New York Life and revitalize the company, bringing to the front younger men who have demonstrated their ability and fitness.

The Mutual Life of New York has been an outstanding example of transformation under the administration of President L. W. Douglas. He certainly has injected into the organization an entirely new viewpoint and given it a baptism of friendliness and amiability. When President Douglas gave a cocktail party at a meeting of the American Life Convention in the Edgewater Beach Hotel in Chicago and stood in the middle of the room, meeting and speaking with those who came to the function, all were impressed with the fact that he was a true democrat and wanted to come in contact with people and know them. And by the way he personally paid the bill.

When President Harrison attended his first meeting of New York Life agency directors all were impressed with the fact that he seemed to have a very accurate knowledge of who they were and what they were doing. He had prepared himself beforehand with information that made his conversation definite and worthwhile.

Building an Investment

With the tendency of life companies to get away from investment policies owing to the difficulty of loaning money at even the guaranteed rates, much stress is being placed on the protective side of life insurance rather than the investment opportunities. People, however, will still feel that life insurance offers the safest investment and will purchase limited payment life or endowment contracts for the savings feature as well as the protection. Companies, however, are eliminating the policies that are basically investment such as the low term endowment and others where the investment feature is outstanding.

Many agents are urging clients to buy protection insurance and then carry along investments with their policies. For instance, they will tell a client that he can buy war bonds for investment and insurance for protection and the creation of an estate. In fact, the Continental Assurance of Chicago, on its policy which provides that one-tenth of the face shall be reduced each year, suggests to clients that they buy war bonds equal to the amount reduced and will have an investment equal at the end of the policy term to the face of the policy.

How to Save the Day

An eminent actuary remarked the other day that companies that get in bad shape so that insurance departments

feel they have to take them over for conservation or place them in the hands of a receiver could right themselves by shutting down entirely on new business. He said that a legal reserve company has tremendous recuperative powers if its main expense is cut off. This actuary remarked that the agency system naturally is expensive. When a company gets into trouble it feels that it must

put greater power in its productive forces. That means a greater expense. If instead of that, the management would shut down on agency operations a large expense would immediately be removed and that would afford the opportunity for the company to conserve its strength and in due season be ready for active operations.

More Lives Insured

Some offices may not show the same volume of new business that they did last year or the year before. In other ways they are making real progress in

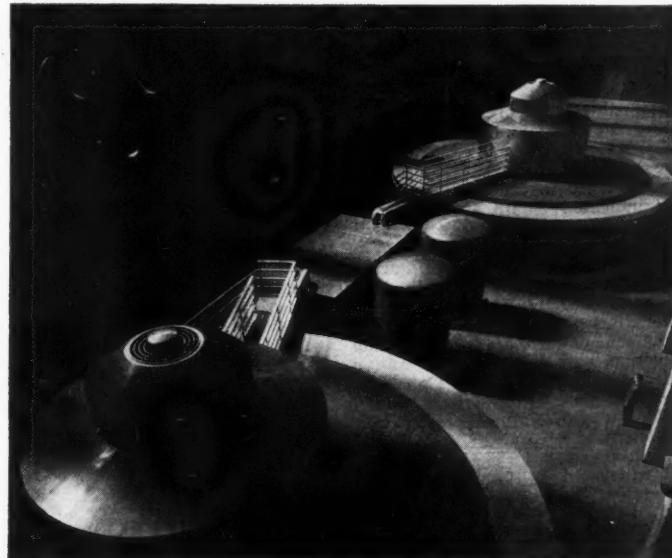
that the number of lives has considerably increased. It shows that men are reaching down into the lower levels for prospects. It has taken some time for agents who have dealt chiefly in larger policies of \$5,000 or more to seek the ones, twos and threes.

Those that are determined to stay in the business realize that it is necessary to have as prospects those of less buying power. If their production is to be maintained they will need to see more people and write more policies.

There are very few what might be termed large cases being written. The men of greater income are in a confused

The Home of HUMAN SECURITY

Like Power Plants - - -



... Insurance Companies may be measured by their "KWH"

Provident's "KWH" rating is based upon the "Know" generated by 55 years' experience field-testing protection plans to determine the

"Why" and the "How"

More than 500,000 Policyholders benefit,
as do over 2,000 Provident Agents

Our
55th
Year

PROVIDENT
LIFE AND ACCIDENT
INSURANCE *Since 1887* **COMPANY**

Our
55th
Year

Life : Accident : Sickness : Group : Hospital

state of mind as to the future. They hesitate to make any commitments. They are afraid of taxes, government restrictions and hence they are keeping close to the shore. It is the uncertainty of the future that creates fear in their minds.

Assignment of Policy May Be Accomplished Other Than in Formal Style

The policy provision for assignment of the contract to be accomplished in formal written style is designed solely for the protection of the insurance company and an assignment can be otherwise validly effected, the Washington supreme court has held in Sundstrom vs. Sundstrom. In view of the controversy between the assured's mother and his widow, New York Life paid the fund into court. The wife won the decision.

The policy was originally taken out when the assured, George Sundstrom, was 17 years of age and his mother was named as beneficiary. Then nine years later change of beneficiary was effected and the wife was named. She was given custody of the policy but in 1940, when a divorce was pending, the widow testified that he secretly purloined the policy and caused his mother to be named as beneficiary again.

According to the court the language employed by Sundstrom when he delivered the policy to his wife indicated that it was his intention then and there to invest her with full ownership of the proceeds. The transaction between the two was simple and informal but it was only natural for a husband and wife to deal with each other in that way at a time when the relationship between them was one of affection and when there was no occasion for either of them to suspect the other of possible future double dealing. Nor would it be expected that a wife, even if she were aware of the express requirements of the policy and was familiar with legal phraseology, would insist, under the circumstances then existing, that the terms of the transaction be reduced to writing. The evidence amply justifies the conclusion that it was the insured's intention to transfer to his wife a present interest in the ultimate proceeds of the policy, that he delivered the contract to her for that purpose and that by the form of expression which he then used he made an absolute appropriation of such proceeds to her, relinquishing further control of power of revocation with reference thereto.

There was in this case a valuable consideration involved because of the

Union Central Denver General Agent Dies



GUY C. LYMAN

Guy C. Lyman, general agent of Union Central Life in Denver, died Jan. 3. A native of New Orleans, Mr. Lyman was a graduate of Orleans Academy and the University of the South at Sewanee, Tenn. He began his insurance career with Union Central in New Orleans and in 1929 became general agent of Pacific Mutual for Louisiana and south Mississippi. In February, 1941, he moved to Denver, becoming general agent of Union Central for Colorado, Wyoming and part of Nebraska. He was a past president of the New Orleans Association of Life Underwriters and had been active in National association affairs.

wife's part of an understanding and agreement that the personal debt of the husband to his parents should be paid out of community earnings which were actually produced largely through her efforts.

G. J. Smith Now Manager

Gerald J. Smith, who has been in active charge at Kansas City for Phoenix Mutual Life, since October, 1941, has now been appointed manager there. He joined Phoenix Mutual at Rochester in 1938 and performed supervisory duties later at Buffalo, Detroit, Newark, New York and Pittsburgh.

Exceptional Opportunity for Supervisor

One of the strong Mid-West life insurance companies, writing both par and non-par, has opening for Illinois supervisor.

Applicant must have excellent record as personal producer; must have no objection to travelling. Duties primarily involve recruiting and training new agents and agencies.

Starting salary \$4,000.00 (plus bonus) and expenses.

Replies will be held confidential.

Reply Box R-7, National Underwriter, 175 W. Jackson Blvd., Chicago, Ill.

Social Security Proposals Eyed by Mich. Actuaries

DETROIT—Proposed changes in the social security act were reviewed in a round-table discussion led by J. E. Reault, Maccabees, at the Michigan Actuarial Society's meeting here.

Opinions on the merits of the new proposals were divided. Some members, favoring the liberalization of the act, pointed out the general economic benefits that would result, while others declared that such measures tend to deprive the wage earner of a share of his democratic right to choose for himself, thus contributing to further regimentation and collectivism.

It was also pointed out that the broadening of the social security base would have a decided restrictive effect on the sale of private cover of certain types by private companies.

William Conley, actuary Michigan

Hospital Service, and Carl Fisher, University of Michigan actuarial instructor, told how actuaries can cooperate with industrial plants by aiding them in training employees in higher mathematics.

Banquet of Equitable N. Y. Leaders

President T. I. Parkinson was the principal speaker at the leaders banquet given under the auspices of Equitable Society's New York City board of managers. Qualifications consisted of \$40,000 in paid volume with \$200 in first year commissions from Oct. 1 to the end of the year, or membership in the \$200,000—or higher—corps. A. V. Ott, president of the board of managers, was toastmaster.

Pacific Mutual Veteran Retires

Ross M. Crosher, superintendent of the life maturity department of Pacific Mutual Life, has been placed on the retired list after serving the company more than 40 years.



In terms of insurance, "ammunition" might be considered as anything that helps drive home a forceful and compelling sales story. Well conceived, effective sales promotion material can surely be classified as such. A timely and complete line of contracts may offer such varied appeals that they themselves are natural sales creators. And certainly, effective and continuing training can be a very tangible factor in a man's sales effectiveness.

Speaking in these military terms, the entire Connecticut General organization is mobilized to provide its front-line men with every possible piece of sales ammunition. Timely and powerful sales promotion aids are available to supplement personal sales efforts. Our complete lines of contracts are constantly being supplemented by new contracts that meet current needs. Connecticut General's practical and continuing training program keeps men working at peak effectiveness.

These are the things which help men win . . . things which help Connecticut General men build satisfying and profitable careers.



CONNECTICUT GENERAL
LIFE INSURANCE COMPANY
HARTFORD, CONNECTICUT

Life Insurance, Accident and Health Insurance,
Salary Allotment Insurance and Annuities, All
Forms of Group Insurance, and Group Annuities.

Named in Changes of Guardian Life

George L. Mendes and John C. Slattery are now agency directors of



GEORGE L. MENDES

Guardian Life. D. A. Ross is financial secretary and Daniel J. Lyons is assistant actuary.

Mr. Mendes heretofore has been as-



JOHN C. SLATTERY

sistant superintendent of agencies and Mr. Slattery agency secretary.

Mr. Ross has been assistant secretary and Mr. Lyons just joined Guardian



D. J. LYONS



D. A. ROSS

Life, previously having been chief assistant actuary of the New Jersey department.

A California license has been issued to Cuna Mutual of Madison, Wis., with Clarence E. Murphy of Oakland as general agent.

John Walker, Young Union Life Executive, Dies

John Wythe Walker, 28, vice-president and agency secretary of Union Life of Little Rock, died Monday in a Little Rock hospital following 12 days illness. He is survived by his parents, Mr. and Mrs. J. W. Walker of Rogers, Ark., and his brother, Elmo, of Little Rock and Rogers. J. W. Walker is president of Progressive Life and of Union Life and Elmo Walker is secretary of Union Life.

John Walker was born in Rogers. He was graduated from the University of Arkansas in the college of business administration.

Following a tour of Europe and the United States Mr. Walker became associated with Union Life. He represented Union Life at numerous meetings of the Life Insurance Sales Research Bureau.

Funeral services were conducted Tuesday in Little Rock, with the Rev. R. D. Adams, pastor of the First Presbyterian Church officiating. The body was sent to Rogers for service Wednesday afternoon, with the Rev. Russell Enotto, pastor of the Rogers Presbyterian Church, and the Rev. J. H. Miller, pastor of the First Presbyterian Church of Monett, Mo., officiating.

Pallbearers at both services were Union Life home office associates: Charles A. Miller, vice-president; A. N. Florenz, assistant secretary; Robert Schulman, agency director; Frank Whitbeck, director of public relations; C. F. Jordan, manager of industrial department, and Don A. Bray, Little Rock general agent.

Wife and Daughter Fight Over Life Insurance

Dr. C. H. Cunningham on Oct. 19, 1917, insured his life for \$10,000 in Massachusetts Mutual, and in July, 1920, secured another policy in the company for \$10,000. The suit, Norton et al. vs. Massachusetts Mutual, U. S. district court, eastern district of New York, was a contest between a mother and daughter as to which was entitled to certain policies. The policies gave the insured the right to change the beneficiaries without notice. He made a will giving his wife and daughter equal shares in a house and other property and wishing to deal equally with them with respect to his insurance, adopted the expedient of changing the beneficiary, without consulting his daughter or his wife. It was arranged that his daughter would get the policies now in question and his wife the remaining insurance.

The most serious claim of the mother, the court says, in this suit was based on the assertion that a trust was imposed on the daughter by her father to pay all of the proceeds derived from these policies to the mother. The court found no merit in this claim, concluding that the father intended to divide his estate equally between the two women and there was no explicit declaration of a trust and the elements which are required to prove a trust were missing. There was judgment in favor of the daughter.

F. F. Schwarz of Toledo, Ohio great commander of Maccabees who died late in December, joined Maccabees Sept. 5, 1898, and served continuously until his death. He was a trustee and had held important posts over the 44 years. He became Ohio state lecturer of the society in 1919, state field supervisor and great record keeper in 1929, great commander and trustee in 1933. Mr. Schwarz was born in Lenawee county, Michigan, Jan. 10, 1874. In 1880 he moved to Cincinnati, being employed by a manufacturing company, and later moved to Toledo.

Life either wears a man down or builds him up.

Those who live in the valley, seldom get news from the mountains.

It costs nothing to try again.

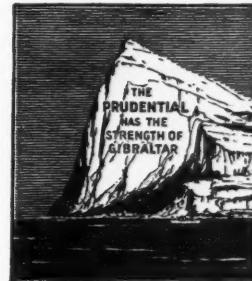


Everybody Well Pleased

The three leading parties to the transaction have reason for gratification when the "one best policy" is delivered.

The Agent once more reviews the various features of the plan and the reasons why he recommended it for this family's particular requirements. He makes certain that the insured and beneficiary clearly understand the provisions.

Out of such service come friendships that endure and policies that live on to fruition.



**The Prudential
Insurance Company of America**

Home Office, NEWARK, N. J.

Northwestern Nat'l Story on New Year's (CONTINUED FROM PAGE 1)

every life insurance worker, in field and home office, will be far heavier than that of the average civilian; to live up to it we must use all our imagination, initiative, and organizing ability and work as hard at our jobs as though we were doing the more dangerous work of the fighting man or the spot-lighted work of the producer of war materials."

Although Mr. Arnold reviewed the statement in some detail and summed up the company's 1942 record as "very satisfactory from the purely business standpoint, everything considered," he remarked that the cold figures are even less adequate than usual as a measure of the service given during an epochal 12 months. In that time the people have united behind business and government to produce miracles of production and the country has moved from shocked unpreparedness into a position where its great and growing military striking power is putting democracy on the offensive all over the world.

Life insurance men, he said, have played the part of all good citizens in mobilizing their efforts to speed the winning of the war. Beyond this, because of factors inherent in the business, they have been able to make contributions of special value—in the field of morale by building family security, in the investment field through the companies' heavy investments in government bonds and bonds of other enterprises essential to the wartime economy, in the field of health, and in other ways directly affecting the public welfare.

In Force Gains \$17,346,565

Northwestern National's insurance in force increased in 1942 to \$498,544,076, a gain of \$17,346,565 although new business was \$888,009 less than last year. At present 12.5 percent of the full-time agency organization is in the armed forces, representing approximately \$4,000,000 of new business production annually.

Voluntary contingency reserves and surplus funds (including capital), after further strengthening various policy reserve liabilities increased to \$7,147,995.

Claim payments to beneficiaries increased somewhat over 1941, totalling \$2,811,730. Payments to living policyholders, exclusive of policy loans, amounted to \$3,305,679. Since organization in 1885, payments to policyholders and beneficiaries have totalled \$125,045,377.

Increase in Assets

Assets increased by \$7,048,474 to \$93,777,557. New premium income was \$1,266,382, and total premium income \$11,892,991.

During 1942 Northwestern National purchased directly from the U. S. government new issues of federal securities aggregating \$13,355,000. This sum is larger than the amount of total premiums received during the year, and more than 10 times the volume of new premiums. The net increase in government direct or fully guaranteed bonds owned is \$5,796,921, bringing total government bonds to \$34,047,883, which is 36.3 percent of assets.

Holdings of first mortgage loans increased from \$16,491,993 as of Dec. 31, 1941 to \$18,174,705. These investments consist principally of selected FHA mortgages on new city homes.

The item of real estate owned, including home office building, continued the downward trend, showing a further shrinkage to a figure of \$2,295,750, or less than 2½ percent of assets.

"The keynote for 1943 can be boiled down to just two words—personal responsibility," Mr. Arnold declared. "That is the spirit Americans must recapture and live from day to day if we are to get this war over with as quickly and as cheaply as possible. It's all right to think and plan for a better world in grand terms and on a grand scale, but we must not let the glittering

promise of such plans cause us to forget that each of us has his personal job to do if they are ever to be made real. Some of the things we on the home front are being asked to do may seem trivial and unimportant alongside the very great sacrifices of others. Some of the things we are being asked to give up and to put up with may at times seem unnecessary and designed mainly to annoy and harass us. But they are not unimportant, they are not unnecessary—and to accept sacrifice with a willing spirit is tremendously important. The way we acquit ourselves now, under the unaccustomed pressures of war, is a measure of how well we will stand up under the different but no less formidable pressures that will bear on us after the war."

Chicago Rally

Mr. Arnold at the meeting in Chicago Monday, discussed in detail the annual statement and also made a number of interesting observations on current affairs affecting life insurance. He pointed out that the gross interest rate of Northwestern National has been very stable during the past few years. In 1940 the rate was 3.6, 1941 3.6 and 1942 3.61. The net rate was 3.23 in 1942 as compared with 3.24 in 1941 and 3.09 in 1940.

War claims totaled about \$100,000 and constituted 2.5 mortality points. The ratio was 43.94 as compared with 40.12 in 1941.

Northwestern National during 1942 invested about \$13½ million in new government securities producing a yield of 2.5 percent. This is bound to have an effect on interest yield in the future. However, Northwestern National began buying government bonds heavily a number of years ago and during 1942 it disposed of about \$8,000,000 of these at a good profit which was applied to reduce the price of the new government securities and thus increase the yield. Mr. Arnold observed that the company actually furnished the government 13½ million dollars of new money, since the old government bonds were not sold back to the government but to other investors who desired those particular maturities.

Also tending to bolster investment income was reduction of the average cash balance. During 1942 that figure was \$1,861,000 as compared with \$4,575,000 in 1941, \$5,060,000 in 1940, \$3,793,000 in 1939 and \$3,185,000 in 1938.

Expense Ratio Lower

Mr. Arnold said the management is particularly proud of the fact that the ratio of management expenses declined in 1942 in the face of rising costs including higher taxes. The ratio according to the A. M. Best formula was 4.82 compared with 5.06 in 1941, 5.04 in 1940 and 5.06 in 1939.

Northwestern National is paying a federal income tax of \$65,000 whereas no such taxes have been paid for the previous five years.

Mr. Arnold said that in 1942 less than 10 percent of Northwestern National's new business came from people employed in plants devoted exclusively to war production and about 15 percent came from those in established plants where some war contracts are being performed. He said that he is not eager to develop a large business among war workers. These risks are satisfactory if well selected and are of the far seeing, thrifty type, but many of the war workers are likely not to make persistent policyholders.

Mr. Arnold said that Northwestern National mailed 20,000 copies of its 1942 financial statement pamphlets from Minneapolis on New Year's Day and most of these were received on the first business day of the new year.

Mr. Arnold remarked that the insur-

ance in force amounted to about \$498,000,000 at the end of the year. He said that the company purposely refrained from trying to go over the half billion mark this year for fear that some economic situation might arise that would produce abnormal terminations and thus cause Northwestern National to pass such a significant milestone three times, once going up, once going down and a third time going up again. He predicted that in 1943 Northwestern National will pass the \$500,000,000 mark in insurance in force and the \$100,000,000 mark in assets and thus would have \$200 of assets for every \$1,000 of insurance in force.

Northwestern National's investments, he said are carefully made and must be approved by every member of the finance committee that attends the meeting. The directors take civic pride in their connection with Northwestern National, he declared. Surplus to policyholders including special contingency reserves, general contingency reserve, unallocated surplus and paid in capital exceeds \$7,100,000. That is true surplus, he declared, since it is in excess of legal liabilities that are imposed by any state. That is 7½ percent of total assets and 15 percent of assets other than government bonds, policy loans, premiums due and deferred and interest due and accrued. The investment

portfolio consists of 436 different investments. The real estate mortgages consist of 3,632 different investments of which 3,511 are residences and of the latter 3,271 are FHA mortgages.

The market value of bonds Dec. 31 exceeded the statement value by \$1,250,000.

Northwestern National has kept away from so called income bonds, those on which the interest and maturity are to be paid from some specific tax or revenue. The company has bought only one such bond, it being for \$54,000 and it acquired three others in reorganization proceedings. The total holdings of income bonds amount to only \$119,000.

The Arnold plan of agency compensation is working well, he declared, and although it is costing the company more money than the conventional plan the management believes that this expense will come back in the form of improved persistency.

Mr. Arnold commented favorably on the Beveridge report in England on social security and allied services. He expressed the belief that if social security is expanded in this country it will not interfere with the sale of life insurance since social security will only provide minimum benefits. He voiced the opinion that the government should provide means of sustenance to every one who is unable to make his own way



FLASH
TO THE MEN IN THE FIELD

"ATTACK!"

Today, fighting men of the United Nations have a singleness of purpose—Victory in 1943. The command of the year is **ATTACK!**

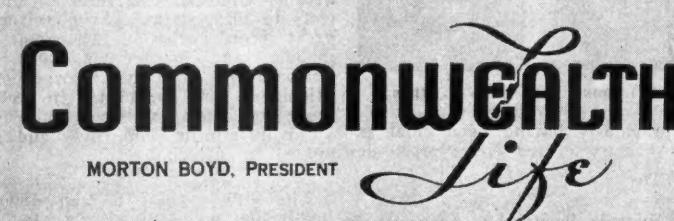
And on the home front—the life insurance front—there is also but one command. It is the same. **ATTACK!**

Commonwealth industrial men and those of the ordinary department too have caught the aggressive, militant spirit of 1943's universal command. They are attacking! And they are attacking with the certainty that the results they obtain as life underwriters count heavily, not only in the successful prosecution of the war, but in the tremendously important battle for a sound, secure America after the war is won.

Commonwealth is proud of its first line fighters in the field and on the debits for they are in step with the tempo of this epic year of 1943.

Commonwealth Life Ins. Co.
Louisville, Ky.

WHERE QUALITY MEN ARE BUILDING QUALITY VOLUME



COMMONWEALTH
Life

MORTON BOYD, PRESIDENT

HOME OFFICE LOUISVILLE

due to misfortune, accident or even because of laziness. "They aren't all as good as we are," Mr. Arnold remarked.

He said that Beveridge is realistic and emphasizes that nothing should be done to stifle private initiative. Beveridge stated that the plan that he outlines cannot be put into operation successfully unless unemployment does not exceed 10 percent of the employables, unless there is international trade, and unless there be not so much inflation that in 1945 the level of prices is not more than 25 percent higher than the 1938 level.

Other Officials Talk

It will be necessary, because of gasoline rationing, for agents using their cars in soliciting to secure a larger percentage of sales to calls and interviews, W. R. Jenkins, sales director, warned in a talk on agents' problems. They must push prospects to decide now instead of deferring the matter and forcing the agent to call back.

Transportation restriction demands a concentration of calls, geographically, he said, and making each call more effective. Referred leads take on greater importance, for they provide a better entree and the chance to close the prospect with fewer calls. Mr. Jenkins said studies show most life agents produce three-fourths of their year's volume in three months. War economy demands that they level out their production and be more efficient.

"China eggs" are one of the principal causes of dejection and poor income of life agents, he said.

W. F. Grangies, agency director, discussed the company's policy forms, which he said are engineered to fit specific cases. Agents no longer should merely sell a man a \$1,000 policy, but if they are to meet the challenge of modern conditions and give proper service must find out what protection the prospect needs and fit policies to these needs.

W. J. Laadt presided and his partner, F. A. Cramsie attended, as did R. J. Wiese, the other general agent.

Blind Agent Speaker at Chicago Luncheon Jan. 21

Dr. James H. Pearce, assistant general agent of Connecticut Mutual, Peoria, Ill., a successful blind agent and a frequent speaker at life gatherings, will address the Jan. 21 luncheon meeting of the Chicago Association of Life Underwriters. He was a speaker last year on the Illinois association's caravan program.

The annual lecture series to run eight weeks will start Feb. 13. Originally it was scheduled to begin at the end of January. Selling life insurance under wartime conditions will be the general theme and about 30 speakers will take part.

Davenport Series on Tax Act

The Davenport, Ia., C.L.U. chapter has scheduled a series of five meetings on the 1942 federal revenue act. Speakers at the meetings and their topics are: Jan. 11, Ray Schmidt, the tax as it relates to individuals; Jan. 18, Clyde Minard, the tax as it relates to partnerships; Jan. 25, Dick LeBuhn, estate and gift taxes; Feb. 1, Jack Leaver, pension trusts, and Feb. 8, summary at which A. J. Farber, Bureau of Analysis, will answer questions.

ATTORNEY-EXECUTIVE

Thirty-seven years of age, nine years home office experience in charge of legal work and supervising claim, loan and other departments of medium sized life insurance organization, desires to make permanent connection with established insurance company. Highest recommendations. Draft classification now 3A, will be 4H in July. Available two weeks notice. No selling. Address Box R-6, The National Underwriter, 175 W. Jackson Blvd., Chicago, Illinois.

Decide on Values of Foreign Assets

The executive committee of the National Association of Insurance Commissioners, of which Lloyd of Ohio is chairman, has approved certain recommendations of the committee on valuations, principally pertaining to foreign assets and liabilities.

Values expressed in foreign currencies shall be used only if the insurer has substantial policy liabilities payable in such currencies and establishes a non-admitted asset to bring the exchange rate for the margin of foreign assets over foreign liabilities into line with the values of currencies shown in the book of security valuations.

The committee decided obligations secured by oil leases could not be recommended for amortization. It is not possible to establish a market price on all of them.

Bonds of enemy countries and corporations of such countries have been treated as valueless. Exceptions are made as to bonds of certain corporations incorporated in the Philippine Islands.

The committee gave special consideration to the valuation of certain bonds of Philippine corporations and certain foreign assets owned by certain life companies. It was decided to allow such bonds to be entered at 75 percent of the values at which they were carried in 1941 statements, provided that all policies payable in foreign currencies of enemy occupied countries and other policies on residents of such countries which were in force at Dec. 7, 1941, on which conclusive evidence of termination as individual obligations had not been received, are carried as in full force and those payable in foreign currencies are converted into American dollars at the appropriate exchange rates in force Dec. 7, 1941, and the companies carry as reserve liability at Dec. 31, 1942, the 1941 policy reserves on policies in such countries accumulated with interest at the proper valuation rate. The committee considered the matter of deposits in banks of enemy occupied countries but concluded that insufficient information was available for decision as to their values.

Northwestern Mutual to Pay Service Men Through 1943

Northwestern Mutual Life will continue its plan, instituted in October, 1940, of paying to employees now in the armed forces a part of their former salaries until the end of 1943. Employees in service get 30 percent of the difference between their monthly salary with Northwestern and their pay in service, if the latter is less. The maximum monthly payment is \$75.

The plan applies to women employees in the WAACS and WAVES. In announcing continuation of the plan, Edmund Fitzgerald, vice-president, said that the payments enable employees to keep up their insurance plans and other fixed charges while in service and retains their interest in the company. It is hard to train good insurance employees and the company wants them back after the war, he said. The amount paid has decreased as employees advanced in rank and their salaries increased.

Policy Loans by Banks Decline

A substantial decline has occurred in the making of new life insurance policy loans on the part of banks due principally, it is believed, to the effect of regulation W of the Federal Reserve which was issued last May. Some banks that were very active in the field say that their new business has come almost to a complete stop. Of course competition for these loans on the part of banks has been increasing right along as one bank after another has come to the conclusion it constitutes exceptionally good paper and so an individual bank might suffer a loss of business through competition as well as because of regulation W.

The general rule of regulation W is

that any loan of \$1,500 or less must be reducible 25 percent every quarter, and that means that it must be liquidated within a year. There are certain exceptions in connection with life insurance loans, one being that a policy loan made with an insurance company is not subject to the restriction. Also exempt are any loans made by banks or other lenders that are in extension, renewal or refinancing of loans that were entered into prior to May 6, 1942.

If a bank takes over a loan and increases the amount of the indebtedness, then the excess is regulatable if the total loan is less than \$1,500. Sometimes the regulations may be escaped by making a loan to exceed \$1,500. For instance a policyholder may have had an insurance company loan for \$1,000 and the bank will make a loan for \$1510, assuming there is enough equity to justify such a commitment.

*Greetings O.J.A. January 1, 1943
Our following your practice of an "on-time"
December 31st statement is the sincerest form
of a compliment to you and your very
good Company — H.V.W.*

Standard Life of Indiana

Proudly Presents Its

GAINS FOR 1942

		Insurance In Force
35%		\$21,827,573
GAIN in Size or		16,147,718
		\$5,679,855
		Insurance Paid For
250%		\$7,147,676
GREATER Sales		2,853,058
		\$4,294,618
29%		1942 — \$1,242,446
GAIN in Assets or		1941 — 957,160
		\$285,286
17%		1942 — \$150,699
GAIN in Surplus or		1941 — 128,375
		\$22,324
12%		1942 — \$341,217
GAIN in Paid-in Capital or . . .		1941 — 303,815
		\$37,402

In addition the Company experienced the lowest lapse rate in its entire history.

FINANCIAL STATEMENT—DECEMBER 31, 1942

Assets	Liabilities
First mortgage real estate loans... \$ 409,650.46	Legal reserve for policyholders... \$637,446.00
Bonds—amortized cost..... 477,999.45	Policy claims—proof not complete... 8,485.60
Preferred stocks (market value)... 85,337.50	Reserve for policy dividends and 10,701.10 endowment insurance coupons...
Invested shares of federally insured savings and loan associations... 60,000.00	Reserve for taxes... 12,895.36
Policy loans..... 13,033.47	Premiums paid in advance... 43,166.11
Cash in bank and on hand..... 103,805.03	Miscellaneous... 37,835.77
Net premiums deferred and uncollected..... 83,016.10	Total Liabilities..... 750,529.94
Accrued interest receivable..... 9,604.35	Additional funds for protection of policyholders... 341,217.00
Total Admitted Assets..... \$1,242,446.36	Capital paid up... 341,217.00
	Surplus... 130,000.00
	Unassigned funds (Reserve for war mortality & security fluctuations)... 20,699.42 491,916.42
	Total... \$1,242,446.36

STANDARD LIFE INSURANCE CO. OF INDIANA

Harry V. Wade, Vice-President and General Manager

Indianapolis, Indiana

GENERAL AGENCIES OPEN IN Florida • Illinois • Indiana • Kentucky • Louisiana • Michigan • Texas • West Virginia

EDITORIAL COMMENT

Challenge of Changing Conditions

"An anvil that has worn out many hammers," a characterization originally applied to another great institution, might well have been said also of the insurance business. It is a good phrase to recall at moments when the outlook is clouded by trends which are hard to appraise and which may contain hints of menace.

The expansion of social insurance, for example, is a development that has some insurance men considerably worried. Probably this concern is emphasized by the widespread and intense interest in the Beveridge report. While the document deals solely with conditions in Britain it hardly seems likely that the present administration at Washington would willingly take a back seat to our English cousins in the matter of social security liberality. Realizing this, many insurance men have wondered whether government social insurance might not go so far as to eliminate the need of private insurers and the American agency system.

Of course, the nightmare in which an all-powerful federal government announces that henceforth everybody is insured without limit against every possible contingency is still only a fantasy. Aside from the remote possibility of this country's becoming completely socialized, like Russia, there would seem to be no danger of the insurance business being crowded out of more than a portion of its present domain. And without being foolishly optimistic it would seem reasonable to suppose that whatever curtailment of the insurance business results from the expansion of social insurance will be fully offset by increased opportunities resulting from greater stability of income among beneficiaries of social insurance plans.

There are certain very important qualifications to any such hopes, however. The proper place of social insurance must be determined and then recognized in legislation or else there is likely to be an overambitious setup that will be so expensive and burdensome as to make its benefits of doubtful value.

Another point, and one which has been mentioned in connection with the Beveridge report, is that even the best possible social insurance system is powerless to create wealth but can only act as a means of distributing wealth that has already been produced. No one likes to think of men working because they are constantly haunted by the spectre of unemployment and hunger, yet the hard fact remains that there are

many who would prefer to draw unemployment insurance benefits than to make considerably more money at work. As to health insurance, it was proved by the experience of life companies with income disability that altogether too large a section of the citizenry would rather draw a modest allowance for doing nothing than to concede that their disability was no longer either permanent or total.

These facts are no reflection on the great majority of persons who would rather earn their money through honest work than to get it through a dole, by whatever term it is known. The point is that it does not take an extremely large percentage of malingerers and shirkers to make insurance, whether private or social, so costly as to be impracticable. It is of course possible to weed out most of the dead beats but if they are present in large numbers the policing job may cost more than the saving in benefit payments.

Those who feel that wartime emergency regimentation is going to result in an omnipotent federal government running everything, including the insurance business, should take heart from a talk made by Donald B. Woodward, research assistant of Mutual Life of New York, before the New York chapter of the American Statistical Association. Mr. Woodward pointed out that far from lulling the nation into placid acceptance of governmental regimentation and regulation these wartime measures are going to have just the opposite effect.

People are going to be so fed up with wartime restrictions of one kind and another that they will take delight in junking them just as soon as the return of peace makes it possible. If Mr. Woodward is correct in his reasoning—and certainly there has been enough irritation at restrictions to bolster the first part of his contention—then there would seem to be no need to fear a nationalization of the insurance business as part of an all-encompassing socialistic trend.

On the other hand it seems likely that a certain amount of expansion in social insurance will be sought in this country before the war's end on the same grounds as are advanced for enactment of the Beveridge proposals, namely, as a cushion against widespread disorganization in changing from a war footing to a peacetime basis in industry. Expansion of social security is not likely to be regarded by the great mass of

people as a form of regimentation and hence would not be subject to any great amount of modification in any reaction against regulations and restrictions. Hence it is particularly important that whatever social insurance legislation is

enacted, even though under wartime pressure, be drawn so as to stand the test of time. Errors can be extremely costly and the complications attendant upon straightening them out could be stupendous.

PERSONAL SIDE OF THE BUSINESS

Byron K. Elliott, vice-president and general counsel of John Hancock Mutual Life, has been named chairman of the Boston United War Fund Campaign's insurance division. The fund goal for the year is \$7,800,000.

Sidney L. Weinstock, deputy insurance commissioner of California, is now in Sacramento where he will assist the legislative counsel during the January session of the legislature. Mr. Weinstock was for years deputy legislative counsel. Mr. Weinstock presided at the sessions of the legislative conference on insurance laws and prepared various bills covering proposals made to the conference.

Stratford Lee Morton, St. Louis general agent of Connecticut Mutual Life, was elected a member of the council of the National Municipal League at its annual meeting in New York City. He has been prominent in civic affairs in St. Louis and St. Louis county.

Roy S. Hoagland, assistant secretary-treasurer of Pacific Mutual Life, has just celebrated his 40th anniversary with the company. In addition to his service in the home office, he was at one time manager of the San Francisco branch office.

W. A. Gamble, San Antonio manager of California-Western States Life, who has been ill for several months, has returned to his office.

Joseph D. Frank, associate general counsel of Lincoln National Life, has been elected president of the Fort Wayne (Ind.) Civic Association.

E. F. Ledin, an agent of New York Life in Minneapolis for 20 years, has rounded out a record of 1,000 weeks of app-a-week production.

Max Schwabe, Columbia, Mo., general agent of General American Life, who has just taken his seat in Congress, is the first Republican to go to the national capital from his district in 20 years. He is president of the Columbia Association of Life Underwriters.

Kenneth Teasdale, general counsel of Mutual Savings Life and former president of the Missouri Bar Association, has been appointed chairman of the speakers bureau for the Red Cross war fund campaign in St. Louis.

E. H. Miller, supervising assistant of the Heifetz agency of Mutual Life of New York in Chicago, announced the birth of a son late in December.

DEATHS

W. Frank Hipp, 53, president of Liberty Life of Greenville, S. C., died there after a brief illness. Mr. Hipp organized Liberty Life in 1919 and has served it continuously as president. Mr. Hipp was also president of Southeastern Life of Greenville, having been elected to

that post in June, 1933. Southeastern Life reinsured the life business of Independence Insurance Company of Greenville in 1938. Mr. Hipp was a native of Newberry, S. C., and was a trustee of Newberry College.

Frank F. Ulrich, for more than 25 years with the Grand Rapids office of Mutual Benefit Life, died after a six weeks' illness.

Leo J. Mollet, 59, assistant agency director Southwestern Life, died. Mr. Mollet was born at Grantfork, Ill., and entered life insurance in 1900 with New York Life in St. Louis. He joined Southwestern Life in Dallas in 1926.

J. W. Baker, 43, district manager of Union Central Life, died at his home at Greenville, O.

Edward E. Simpson, 62, Indianapolis general agent of Ohio National Life, died in a sanitarium after a brief illness. He went to Indianapolis and entered the insurance business about 35 years ago and had been with Ohio National seven years.

W. W. Townsend, 51, district manager of Pan-American Life at Waycross, Ga., died in an Atlanta hospital from a heart attack.

The Rev. Donald K. Campbell, father of Gordon H. Campbell, general agent in Little Rock for Aetna Life, died in Bloomington, Ill., at the age of 98. Dr. Campbell was born in Nova Scotia. He subsequently attended Queens University and was graduated from Princeton Seminary. He served as pastor in Presbyterian churches in various places including Bloomington until he was 72. He knew his grandfather who was born prior to 1790 and he baptized his great grand children born as late as 1940, so he had contacts spreading over a span of 150 years.

Will D. Bowles, 61, Des Moines manager of Phoenix Mutual Life, died at a hospital in his city following an illness of about a month. He had been associated with the Des Moines agency for more than 32 years, serving as an agent for seven years and as manager for 25 years. He had served as president, secretary and national director of the Des Moines Association of Life Underwriters and as vice-president of the General Agents & Managers Club.

Thomas W. Jones, 72, of Richmond, who was associated with the Life of Virginia for more than 40 years, died after an illness of six months. He retired in 1923 after 30 years of service but maintained his association with the company until his death.

Fifty-Year Veterans Retire

Two members of the Guardian Life organization are retiring—the first to come under the company's retirement plan after 50 years service. They are C. Albert Hahn, cashier, and Charles Morgan, bookkeeper.

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"Those extra babies in 1943 deserve security and a good education."

NEWS OF THE COMPANIES

Standard Life of Ind. Has Early Bird Statement; Shows Excellent Gains

One of the first company statements to be released for the year comes from Standard Life of Indianapolis. It shows important gains for the past year.

Harry V. Wade, vice-president and general manager, states that Standard Life during 1942 made the greatest gains since its inception. Paid-for business last year amounted to \$7,147,676 and was 2½ times that of 1941.

Insurance in force showed a 35 percent gain and reached \$21,827,573. Assets increased 30 percent to \$1,242,446 while capital-surplus gained \$59,726 or an increase of 13.8 percent.

None of the assets is in default. Interest earnings were slightly less than 4 percent. The mortality ratio was about 20 percent. The lapse rate was the lowest in its history.

Allowance of \$10,000 to Attorney

ST. LOUIS—Circuit Judge E. F. Oakley has allowed John J. Phelan, at-

torney, a partial fee of \$10,000 and \$1,941 in expenses in connection with his work as commissioner of claims against the liquidated Central States Life. Phelan requested a fee of \$15,000. The allowance probably will be appealed.

General American's Medical Setup

Dr. George F. Rendleman has been elected assistant medical director of

Acting Agency Secretary of Bankers Life of Neb.



EMORY K. PETERSON

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DALLWIG Policy & RECORD

Over 18 years the standard Policy Register for life underwriters of every company!!

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(Please print)

Emory K. Peterson, who recently was named acting secretary of agencies of Bankers Life of Nebraska, is a graduate of the University of Nebraska in 1932. He then became associated with the Union Central Life and was cashier in the Lincoln office for five years. In 1937 he was transferred to the Philadelphia office and continued in that capacity until his recent appointment by Bankers Life.



Design for Victory

Field representatives of the Equitable Life of Iowa are weaving a Design for Victory which is typically American.

More than fifteen per cent of those comprising the Equitable of Iowa's field force are now in the armed services. Their contributions to the cause of Freedom are self-evident.

A full one hundred per cent of all Equitable of Iowa field representatives who are continuing to serve as Life Underwriters are also doing their part, by extending the benefits and services of Life Insurance more effectively and aggressively than ever before. Let us not minimize the importance of their contributions. Theirs is very real responsibility in helping to preserve, through Life Insurance, the economic well-being of the home front.

Additionally, Equiowans on the home front are selling War Bonds and Stamps, they are serving on draft boards, as air raid wardens, auxiliary police, and in many other avenues of the war effort... and they are investing generously of their earnings in War Bonds.

That is the American way of waging all-out war... an orderly, voluntary, democratic Design for Victory which Hitler can neither understand, nor stop.

EQUITABLE LIFE OF IOWA

Founded 1867

HOME OFFICE

DES MOINES

A New Year's Wish

While venturing no predictions as to what it may hold in store, we earnestly hope that the publishers and the readers of this journal will share generously in whatever good fortune this new-born twelvemonth may have to offer.

Above all, we sincerely trust that everyone to whom this message comes will be given the strength of body and spirit necessary to cope with such sacrifices as a war-blighted year may impose.

LIFE INSURANCE COMPANY of VIRGINIA

BRADFORD H. WALKER, President

Home Office: RICHMOND



"The Natural Bridge to Security"

General American Life. Assisting Dr. Rendleman in the medical department will be Dr. John C. Salter. Together they assume the duties of Dr. James H. Ready, medical director, who recently joined the army air corps with the rank of captain.

Dr. Rendleman for several years served as medical director of the old International Life. Before that he was with Standard Life of Decatur, Ill., later merged with International.

Dr. Salter taught chemistry and microscopy at Washington University in St. Louis for 10 years.

Mutual of Richmond Is Now Old Dominion Life

Mutual Insurance Company of Richmond, of which Bolling H. Handy is president, has changed its name to Old Dominion Life and changed the par value of its stock from 40 cents to \$5.

Jack Wiseman, Franklin Life, St. Louis.—Led company in paid production, premium volume and persistency in 1942. Paid business increased 25 percent over 1941.

For facts and figures that "get the business," get the new "Little Gem Life Chart," pocket size, \$2.50, from National Underwriter.



WHAT SHALL WE SAY TO THE "TAX-POOR" PROSPECT?

GET THE PROBABLE TAX UPON A WEEKLY PENSION. The \$50-a-week man will have a tax of about \$200, about \$3.84 a week. A pay cut of \$3.84 a week would not throw him into a panic—he would go on living normally and adequate life insurance is a part of normal living.

TALK TO HIM OF NET INCOME. If he is earning \$2,400 a year, say to him: "Your tax will be about \$200, leaving you net \$2,200 a year. This program is based on a \$2,200 income."

OFFER A COMPROMISE PLAN. Prepare two proposals, one the proposal you would present if taxes were normal—the other adjusted to the abnormal tax situation.

POINT OUT THE EFFECT OF RATIONING. Next year we will live close to the necessity line—less food, less gas, less travel, fewer vacations, fewer clothes, fewer luxuries. Taxes or no taxes, the result is certain to be an increase in surplus dollars.

FROM OUR NEW BOOKLET, "SELLING THE TAX-POOR PROSPECT." Mailed in January's "Management Plans."

K&L
PAUL SPEICHER
Managing Editor
**THE INSURANCE
RESEARCH & REVIEW SERVICE**
INDIANAPOLIS

LIFE AGENCY CHANGES

Adler to Buffalo for Mass. Mutual

Massachusetts Mutual Life has appointed David B. Adler general agent at Buffalo. He succeeds Laurence G. Thebaud, general agent since 1929, who has resigned and will devote his attention to personal production through the agency.

Mr. Adler entered life insurance in 1918 with the L. A. Cerf agency of New York where he was instructor of new agents, being made manager of the uptown branch in November, 1919. Under his leadership the production of the branch office was increased to \$5,000,000 in two years.

In 1922 he joined the Hall & McNamara agency in New York as superintendent of agents, and in 1927 opened his own agency for Penn Mutual. Mr. Adler has recruited and trained men who are now officers of companies, prominent general agents, and successful personal producers. He is a graduate of Lafayette College.

Provident L. & A. Names Two General Agents

Provident Life & Accident has appointed H. D. Mouzon, Jr., general agent at Fort Worth, and Wallace M. Crawford general agent at Albuquerque, N. M.

Mr. Mouzon formerly was manager at Fort Worth for Western Reserve Life. He has spent almost his entire business career in life insurance, is a past president of the Fort Worth Life Underwriters Association and a former vice-president of the Texas association.

Mr. Crawford was for 11 years agency supervisor for American Savings Life, the Kansas City company which has been purchased by Republic National.

N. C. General Agent



CHARLES H. SIMS

Charles H. Sims, who has been appointed general agent for North Carolina with headquarters in Greensboro for State Mutual Life, has been in the life insurance business in New York City for the past 13 years. He is a native of Atlanta and prior to going to New York he was in the retail automobile business. He graduated from Georgia School of Technology. He is a C.L.U. and devised what is known as the "Sims Simple Service" for use in programming.

Mr. Sims has been connected with the Einstein & Salinger agency of Mutual Benefit Life in New York.

Judd Retires as Chicago Manager

Robert A. Judd, Chicago manager of Phoenix Mutual, has resigned and will remain in personal production with that company. He has not decided whether he will stay in Chicago or go to California.

Harry C. Herbig, supervisor of Phoenix Mutual at Philadelphia for some time, temporarily has been placed in charge at Chicago. He was introduced to the agency force at a luncheon Monday by Raymond Dolwick, supervisor of agencies at the home office.

Mr. Judd, a graduate of Indiana University, when a young man went to the Island of Maui in Hawaii to do Americanization work following the first world war. He later became a high school principal there. He had done special graduate work in marketing, administration, sales research and advertising at the Amos Tuck School, Dartmouth.

Experience at Home Office

Mr. Judd upon returning to this country from Hawaii wrote a booklet, "The Business of Running a Home," which attracted the interest of Winslow Russell, then vice-president of Phoenix

Mutual. Mr. Judd joined that company as agency assistant, traveling throughout the country for three years. Then in 1927 he was appointed Chicago manager. His agency has been quite successful.

Mr. Herbig started in the business with Phoenix Mutual about four years ago as agent at Springfield, Mo., detached from the St. Louis, Mo., branch. Later he was named a supervisor and stationed at the home office for six months, and then for six months as supervisor at Boston and a year as supervisor in New York city before being transferred to Philadelphia.

Brooks Heads Home Office Agency

Roscoe A. Brooks has become manager of the St. Louis agency of Mutual Savings Life, with offices in the Landreth building. He has had 27 years of experience in life insurance, most of it in his native Missouri.

Recently he has been St. Louis general agent of Guarantee Mutual Life, a member of its App-A-Week Club for eight years and qualified annually for its leading production clubs. Before that he was district manager of another company in southeastern Missouri.

Ladish Named at Chicago

Milton E. Ladish, Chicago, investment man for the last three years, and former general insurance local agent at Kansas City, has been appointed Chicago general agent by Business Men's Assurance. His is a new office, which has



"One of The Best"

**CENTRAL LIFE
ASSURANCE SOCIETY**
(Mutual)
Home Office
Des Moines

If You Can't
FIGHT
Buy
WAR
BONDS



been opened in Room 2426, 105 West Adams street. Mr. Ladish for some years was connected with his father, the late L. S. C. Ladish, who conducted the L. S. C. Ladish & Co. agency and Ladish Investment Company at Kansas City. After the father's death in 1916, M. E. Ladish conducted the agency for some time. He helped to organize Trans-Mississippi Life, and was a director. That company was taken over by B. M. A. some time ago and Mr. Ladish since has been in the investment business. His territory for B. M. A. is northern Illinois, northern Indiana and southwestern Michigan.

H. G. Behan Joins Travelers in Hartford Branch

Herbert G. Behan has been named a field assistant of the life department in the Hartford branch of Travelers. His father, J. C. Behan, is vice-president of Massachusetts Mutual Life. Mr. Behan started in insurance at the home office of Springfield Fire & Marine, later becoming a rater with the New England Fire Insurance Exchange. He entered life insurance in Hartford in 1926, becoming an agency assistant with Massachusetts Mutual in Hartford in 1934. He was elected secretary of that company's supervisors' association in 1937 and president in 1938. He has served as secretary and president of the Hartford Association of Life Underwriters and he is at present president of the Connecticut association. As chairman of the Connecticut association's war bond committee, he made an outstanding record, his committee enrolling over 2,500 concerns with more than half a million employees. Mr. Behan comes from a prominent insurance family. One uncle, Thos. F. Behan, was connected with the New York department for nearly 50 years and ultimately superintendent and another uncle was an official of New York Life for many years.

H. G. Behan

Amstutz Made General Agent

Clarence J. Amstutz, for 15 years district agent in Youngstown, O., of Equitable Life of Iowa, has been promoted to general agent there. Heretofore the Youngstown office was under the Cleveland agency. Mr. Amstutz will have charge of four counties in Ohio and six in western Pennsylvania, including Erie.

Woman Made Unit Manager

Mrs. Ethel Roy has been named unit manager of the Portland, Ore., agency of California-Western States Life. She is the company's first woman unit manager. She has been leading agent of the company since 1940.

Reliance Life Dallas Setup

With the closing of the Reliance Life branch office in Dallas, Harry M. Roberts will remain as district manager with offices at 703 North St. Paul street. V. J. Adams, who has been manager in Dallas, has moved to Houston as state manager.

M. G. Hannam has been appointed manager of the Toronto North office of London Life. He was former manager at Verdun, Que., and later assistant superintendent of agencies.

Rollie Payne with Manning

T. A. Manning & Sons of Dallas have appointed Rollie Payne as supervisor of the life, health and accident, and hospitalization department. For several years Mr. Payne has been in the local agency business at Wichita Falls, specializing in health and accident.

To American Mutual

**A. D. Fogarty**

Iowa Deposits Now \$660,000,000

DES MOINES—Securities on deposit by Iowa companies with the Iowa department now total \$660,000,000, an all-time high, Commissioner Fischer reports. This compares with \$635,000,000 on deposit July 1.

Detroit Holds Training Session on Extending Aid to Service Men

DETROIT—To train cashiers and office employees of Detroit life agencies so they can aid service men in their life insurance problems, the Qualified Life Underwriters held a special school in charge of the service men's committee headed by E. P. Balkema, manager Northwestern National Life.

The session was conducted in panel style, with H. N. Phillips, group manager Sun Life, conducting and correlating the material. F. E. Pomeroy, supervisor New England Mutual, pointed out what to look for in service men's policies in order to determine what steps must be taken to place the program in order.

Views Disability Provisions

J. C. LaFata, Home Life, discussed action necessary in policies containing disability and double indemnity clauses, and offered suggestions regarding placing wills in order and touched upon other legal matters applicable in such cases. William Milligan, manager Manufacturers Life, talked on National Service Life Insurance, what it costs, how the premiums must be paid, the coverage provided, and how best to arrange beneficiary provisions.

H. A. Rife, Jr., New York Life, discussed government allotments to dependents of service men, salary allotments for paying premiums and other provisions of government programs, while S. W. Ryan, general agent Penn Mutual, discussed the provisions of the soldiers' and sailors' civil relief act, what it means, what it will do to keep present insurance in force. J. E. Hawkins, secretary Sun Life branch, sum-

marized the suggestions presented. Mr. Balkema outlined plans for contacting every man who enters the service from the county.

Chattanooga Santa Violates NLRB Rules

CHATTANOOGA—While, everyone is familiar with the customary Santa of the full pack, few have had the unusual experience to be greeted by one carrying an empty sack.

But such was the lot that befell members of the Chattanooga Association of Life Underwriters when E. Lee Smith posed in the regulation red suit and white whiskers as a cantankerous St. Nick who burst in upon the meeting with his empty sack to jump all over certain of the members for dereliction in their duties.

Terry Archer, former association head and former state president, was caught with a bunch of dog-eared prospect cards listing only names of those who had become eligible for the "half-century club" of veteran residents. With swift and vicious rips, Santa made away with the ancient cards and instructed Archer to dig up a new list of prospect names.

Gene O'Neill, exponent of planned presentations, was caught with a canned sales talk—his presentation actually curled within a baking powder can.

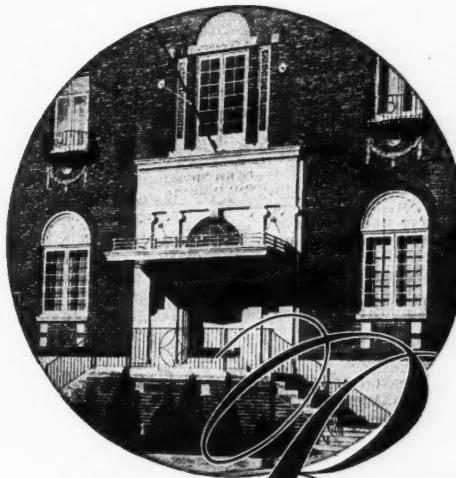
W. L. Rhodes, another former association head and state association president, came in for a roasting about his service to policyholders, while President Stephens was made to uncover his "time control" book, only to have Santa find that its pages were tightly glued together. "That's time saving in itself," said Mr. Stephens, "since I don't have to stop to fill out those pages."

Then suddenly the tables were turned

Proof of Progress

We quote from the 1942 edition of Best's Life Insurance Reports:

"The Company (Bankers National Life) has been most ably managed in the interests of its policyholders, and the results achieved are well above the average for the business. In our opinion it has more than ample margins for contingencies."



Bankers

NATIONAL LIFE

Insurance Company . . . Montclair, N. J.

Latest Policy Changes

By JOHN H. RADER

The National Underwriter is the only weekly insurance newspaper providing its readers with important last minute policy and dividend changes. Compiled by John H. Rader, National Underwriter statistician, these weekly reports supplement the data contained in the Little Gem, published in March at \$2.50 a copy, and the Unique Manual-Digest, published in May at \$5 a copy.

Canada Life Is Revising Rates

Due to the interest situation, Canada Life has deemed it expedient to alter those rates and incomes where interest is the prime factor. As a result, all settlement options are on a 2½ percent interest basis. Annuity options at ages 60 and 65 and educational settlements are also on a 2½ percent basis. Continuous monthly income plans have been recalculated, bringing about an increase in premium rates and cash values for each \$10 monthly income. This is also true of salary continuance and monthly income for extra period. Options 2 and 3 of the capital return policies have been recalculated to provide an increase in premium rates and cash values.

Family income plans have had a flat

increase of \$1.25 per \$1,000 for all ages and all plans. The company has added a family income with benefits to ages 60 and 65, premiums ceasing at ages 55 and 60, respectively.

The 2½ percent interest basis has been used in the recalculation of premiums for the pension and double protection pension policies, premium rates for which are shown below:

Age	Double Protection					
	Pens.	Pens.	Pens.	Pens.	Pens.	Pens.
15	\$27.46	\$22.15	\$29.83	\$24.16	\$35.04	\$31.43
20	32.17	25.75	35.12	27.87	40.25	35.48
25	38.35	29.97	42.06	32.59	47.02	40.58
30	46.97	35.55	51.75	38.86	56.33	47.39
35	59.68	43.49	66.02	47.76	69.88	56.92
40	78.94	55.17	87.61	60.85	90.71	70.64
45	110.95	72.70	123.57	80.50	125.46	91.21
50	177.97	101.51	198.96	112.95	193.91	124.57
55	... 161.19	... 180.41	... 188.18			

Features of New Home Life Policy

The preferred modified life policy announced by Home Life of New York

(CONTINUED ON NEXT PAGE)

New Dividends and Summaries of Home Life Given

The accompanying pages from the 1943 Little Gem Life Chart set forth dividends and 10 and 20-year summaries for the more popular policies of the Home Life of New York. These dividends apply only to policies of September, 1941, or later, issue. Due to a revision in cash and other non-forfeiture values, the dividends on policies of that edition are slightly greater during the first 19 policy years than those of policies of earlier editions at the same premium rates. The 1943 scale applies to all issues of the Liberty policy during the term period and to 5 and 10-year term plans.

In the aggregate, the 1943 scale is an approximate 10 percent decrease from that used in 1942.

Dividends and funds left with the company will be paid interest at the rate of 3 percent unless a higher rate is guaranteed.

Home Life, N. Y.

PREFERRED WHOLE LIFE—3%

Illustration—Based on Jan. 1 Dividend Scale

Ages	20	23	25	30	33	35	36	37	38	40	42	44	46	48
Premium	15.63	16.83	17.72	20.36	22.34	23.85	24.68	25.56	26.48					
1	1.67	1.66	1.80	1.93	2.02	2.11	2.15	2.21	2.25					
2	1.76	1.84	1.88	1.99	2.08	2.16	2.21	2.26	2.30					
3	1.85	1.92	1.96	2.06	2.16	2.23	2.27	2.33	2.39					
4	1.94	2.01	2.05	2.13	2.23	2.30	2.35	2.40	2.46					
5	2.03	2.11	2.15	2.22	2.31	2.39	2.44	2.50	2.55					
6	2.15	2.22	2.25	2.33	2.40	2.48	2.54	2.59	2.65					
7	2.27	2.33	2.36	2.43	2.51	2.60	2.65	2.71	2.76					
8	2.40	2.46	2.48	2.55	2.64	2.72	2.77	2.82	2.87					
9	2.54	2.59	2.62	2.69	2.76	2.83	2.89	2.94	2.99					
10	2.68	2.72	2.75	2.81	2.91	2.99	3.04	3.11	3.17					
11	2.81	2.84	2.87	2.93	3.03	3.11	3.18	3.25	3.31					
12	2.93	2.97	3.00	3.07	3.16	3.26	3.32	3.39	3.46					
13	3.06	3.11	3.12	3.20	3.30	3.39	3.47	3.54	3.61					
14	3.19	3.23	3.24	3.32	3.44	3.54	3.61	3.69	3.76					
15	3.30	3.34	3.36	3.44	3.56	3.67	3.74	3.83	3.91					
16	3.41	3.44	3.47	3.56	3.68	3.79	3.89	3.97	4.06					
17	3.50	3.53	3.56	3.65	3.74	3.84	3.91	3.99	4.08					
18	3.67	3.69	3.71	3.74	3.88	4.01	4.09	4.19	4.29					
19	3.61	3.65	3.68	3.74	3.79	3.94	4.08	4.17	4.26					
20	3.63	3.67	3.70	3.83	3.93	4.12	4.21	4.31	4.41					

10 Year Summary

10 Yrs. Prems.	166.30	168.30	177.20	203.60	223.40	238.50	246.80	255.60	264.80					
10 Yrs. Div'ds.	21.09	21.96	22.29	23.12	24.03	24.83	25.33	25.91	26.44					
10 Yrs. NET...	135.21	146.34	154.91	180.48	199.37	213.67	221.47	229.69	238.36					
Av. Net Payt...	13.52	14.63	15.49	18.05	19.94	21.37	22.15	22.97	23.73					

10 Yr Cash Val	77.00	86.00	93.00	113.00	127.00	138.00	143.00	149.00	155.00					
10 Yr. Cost....	58.21	60.34	61.91	67.48	72.37	75.67	78.47	80.69	83.36					
Average Cost....	5.82	6.03	6.19	6.75	7.24	7.57	7.85	8.07	8.34					

20 Yrs. Prems.	312.60	336.60	354.40	407.20	446.80	477.00	493.60	511.20	529.60					
20 Yrs. Div'ds.	54.30	55.35	55.92	57.65	58.80	61.72	62.98	64.41	65.75					
20 Yrs. NET...	258.30	281.25	298.48	349.55	387.00	415.28	430.62	446.79	463.85					
Av. Net Payt...	12.92	14.06	17.41	17.48	19.35	20.76	21.53	22.34	23.10					

20 Yr Cash Val	192.00	214.00	231.00	276.00	306.00	328.00	338.00	350.00	361.00					
20 Yr. Cost....	66.30	67.25	67.48	73.55	81.06	87.28	92.62	96.79	102.89					
Average Cost....	3.32	3.36	3.37	3.68	4.05	4.36	4.64	4.84	5.14					

Ages	39	40	41	42	43	44	45	46	47	48	49	50	51	52
Premium	27.44	28.48	29.45	30.72	31.93	33.22	34.57	42.65	46.55					
1	2.30	2.36	2.43	2.48	2.55	2.61	2.66	2.70	2.77					
2	2.38	2.43	2.48	2.53	2.60	2.67	2.72	2.78	2.84					
3	2.47	2.51	2.56	2.62	2.68	2.75	2.82	2.89	2.96					
4	2.50	2.57	2.64	2.70	2.76	2.84	2.90	2.96	3.02					
5	2.59	2.66	2.73	2.80	2.86	2.94	3.01	3.08	3.15					
6	2.69	2.76	2.84	2.91	2.98	3.06	3.12	3.52	3.88					
7	2.81	2.88	2.96	3.03	3.11	3.19	3.26	3.38	4.07					
8	2.93	3.02	3.09	3.17	3.25	3.33	3.41	3.48	3.55					
9	3.08	3.13	3.19	3.26	3.32	3.40	3.49	3.57	3.64					
10	3.23	3.31	3.39	3.46	3.53	3.61	3.74	3.82	3.90					

broad benefits and low cost, to be offered only during the anniversary year. The certificate provides an income to the beneficiary for some time as a shock-absorber during the readjustment period, larger for the first 12 months. This form is participating and includes standard non-forfeiture values, as do the society's other contracts.

The January issue of "The Modern Woodman" magazine which is edited by Henry R. Freitag, publicity director, is an anniversary edition, containing a summary of Modern Woodmen's history and accomplishments and a prospectus of its future.

Aid Association Plans to Offer Non-Medical

Aid Association for Lutherans is preparing to adopt a non-medical underwriting program. Such a departure was recommended by President A. O. Benz in his annual report to the directors. It would, he asserted, prove an effective solution to many of the problems which the war has created for the field representatives.

For the fiscal year ending Oct. 31, Mr. Benz reported, insurance in force increased by \$17,297,334 to a total of \$240,184,748. New business amounted to \$23,264,643 or an increase of \$2,694,771 over the previous fiscal year. Assets at Sept. 30 were \$45,776,192 or an increase of \$5,294,009. Interest rate earned was

4.37. He expressed the belief that it may become necessary to consider a reduction of the assumption interest rate on new business.

Total death benefits paid amounted to \$736,047, reserve withdrawals \$136,344, policy loans were \$615,954 or a decrease of \$153,986 from the previous year. Mortality experience was 25 percent of the expected, the lowest in the history of Aid Association. The average lapse rate was 2.85 percent on insurance in force. In the first year adult business 7.63 percent ceased to continue in force and 4.18 percent of the new juvenile business lapsed within the first year. This persistence record was the best yet.

Wisconsin Congress Meets

The Wisconsin Fraternal Congress will hold its annual meeting at Milwaukee, Jan. 16. There will be a program and election of officers. S. A. Oscar, Madison, is president and G. A. Comstock, Neenah, secretary.

Five Get 50-Year Emblems

Fifty year emblems were presented to G. W. Loudermilk, Otto Tiedemann, H. W. Williams, J. W. Stokes, and C. C. Cunningham by J. J. Wahl of San Antonio, national director of Woodmen of the World, at a meeting in San Antonio. They are pioneers of Texas Camp No. 1. C. R. Hamilton was master of ceremonies. J. R. Simms, state manager, gave a history of W. O. W. in Texas.

Rates for Volunteer State

In the adjoining column is a page from the Little Gem Life Chart showing premium rates for 12 leading policies and disability rates for the same contracts for Volunteer State Life of Chattanooga, Tenn.

Volunteer State has increased its premium rates on most of its contracts.

Interest guaranteed on settlement options in the new policy forms is 3 percent on all but the interest income option.

Although the latter option is guaranteed 2½ percent interest, 3 percent is to be paid for 1943.

At the same time single premium immediate annuities will be revised to conform to tables I and II of the Unique Manual Digest. This is the basis that is used by approximately 40 percent of the companies.

To the list of policies for men's written, Volunteer State Life has added double protection for 15 and 20 years, double protection to age 65 and a paid up at age 65 contract. Annual premium retirement annuity has been dropped from the rate book.

Five and 10 year term rates and the

Volunteer State, Tenn.

PREMIUM RATES PER \$1,000 (Non-Participating)												Amer. Exp. 3½%	
	†	Commercial	Pref.	Pref.	Risk	Endowment	20	Prem.	Spec.	Endowment	(a)	(b)	(c)
Com-	†	Commercial	Pref.	Risk	Endowment	20	Prem.	Spec.	Life	Endowment	(a)	(b)	(c)
Whole	20	Whole	Prem.	Age	End.	Age	Ins.	Ins.	Age	Ins.	Ret.	Ret.	Family
Life	Life	Life	Life	Age	65	65	65	65	Age	65	65	65	Year
12.46	20.56	12.20	20.00	13.83	22.62	15	15.98	22.03	18.01
12.71	20.90	12.43	20.29	14.11	22.97	16	16.37	22.77	18.49
12.07	21.28	12.67	20.58	14.40	23.34	17	16.78	23.54	19.00
13.24	21.63	12.93	20.89	14.70	23.72	18	17.23	24.37	19.54
13.52	22.01	13.20	21.22	15.01	24.22	19	17.68	25.22	20.52
13.82	22.41	13.45	21.55	15.30	24.63	20	18.15	26.07	21.78	20.72	21.51	7.95
14.12	22.80	13.70	21.88	15.60	25.04	21	18.61	26.92	22.71	21.37	5.59	8.00
14.42	23.24	14.08	22.24	15.95	25.40	22	19.05	27.24	23.10	22.06	5.66	8.05
14.80	23.69	14.41	22.76	16.43	25.85	23	19.58	28.11	23.95	22.80	5.74	8.10
15.16	24.15	14.75	23.20	16.83	26.30	24	20.25	29.10	24.41	23.58	5.81	8.16
15.54	24.63	15.10	23.66	17.25	26.82	25	20.78	29.67	24.91	23.74	5.90	8.24
15.98	25.18	15.45	24.15	17.68	27.40	26	21.34	30.24	25.53	24.30	5.99	8.31
16.45	25.75	15.82	24.68	18.12	27.98	27	21.90	30.81	26.14	24.86	6.08	8.38
16.95	26.33	16.29	25.19	18.55	28.59	28	22.45	31.38	26.75	25.30	6.11	8.45
17.48	26.95	16.81	25.74	19.17	29.22	29	29.15	24.10	37.14	28.50	6.24	8.47	8.56
18.03	27.58	17.30	26.32	19.71	29.88	30	29.81	24.99	38.81	29.69	6.58	8.65	8.65
18.64	28.25	17.93	26.92	20.33	30.57	31	30.51	25.93	40.70	30.86	6.80	8.76	8.76
19.26	28.94	18.52	27.52	20.91	31.28	32	31.09	26.92	42.67	31.72	7.06	8.87	8.87
19.87	29.64	19.11	28.12	21.50	31.94	33	31.60	28.33	43.94	33.45	7.26	9.00	9.00
20.33	30.42	19.80	28.79	22.37	32.81	34	32.83	29.19	47.37	34.89	7.70	9.13	9.13
21.36	31.20	20.51	29.48	23.14	33.62	35	33.68	30.55	45.02	36.43	8.09	9.29	9.29
22.13	31.96	21.27	30.19	23.98	34.41	36	34.64	31.74	52.92	38.16	8.54	9.45	9.45
22.95	32.77	22.08	30.93	24.85	35.24	37	35.65	33.15	56.08	40.03	9.03	9.64	9.64
23.81	33.60	22.99	31.74	25.79	36.11	38	36.73	34.88	59.47	42.05	9.59	9.84	9.84
24.72	34.48	23.93	32.59	26.77	37.02	39	37.85	36.43	63.00	44.23	10.21	10.16	10.16
25.69	35.39	24.91	33.52	27.83	37.97	40	39.03	38.13	67.54	46.60	10.90	10.56	10.56
26.71	36.36	25.94	34.51	28.95	38.97	41	40.45	35.03	72.13	49.30	11.66	11.04	11.04
27.79	37.38	27.03	35.57	30.15	40.03	42	41.74	37.22	72.55	52.25	12.52	11.52	11.52
28.91	38.46	28.17	36.69	31.41	41.15	43	42.22	44.87	72.83	55.49	13.44	12.05	12.05
30.06	39.59	29.37	37.79	32.77	42.32	44	44.76	46.87	89.32	59.05	14.46	12.95	12.95
31.29	40.76	30.54	38.83	33.46	43.45	45	45.24	47.33	92.49	63.37	15.59	14.19	14.19
32.44	41.99	31.70	39.86	35.66	44.85	46	46.82	52.62	103.03	67.55	16.59	14.76	14.76
33.60	43.25	32.27	41.32	36.55	46.20	47	49.73	55.95	114.24	72.13	17.06	15.05	15.05
34.75	44.52	34.73	42.64	37.83	47.58	48	51.52	59.65	125.45	77.27	17.67	16.01	16.01
35.52	45.52	35.96	43.64	38.59	48.15	49	51.52	59.65	125.45	77.27	17.67	16.01	16.01
37.11	45.86	36.22	44.04	40.38	48.98	49	53.39	63.70	138.75	83.06	18.06	17.11	17.11
38.89	47.28	37.96	45.51	42.18	50.37	50	55.34	68.28	152.99	88.81	18.25	17.30	17.30
40.09	48.71	39.57	47.01	44.01	51.80	51	57.31	73.52	155.40	96.10	18.53	17.58	17.58
42.48	50.18	41.54	48.60	45.98	52.55	52	59.34	79.53	164.14	104.14	20.87	19.64	19.64
44.50	51.74	43.52	50.30	45.02	54.84	53	61.43	86.49	173.90	113.90	22.37	21.02	21.02
46.64	53.42	45.64	52.07	46.55	56.54	54	63.57	94.70	182.43	125.43	24.04	22.89	22.89
48.94	55.21	47.88	53.96	52.38	68.35	55	65.75	100.00	189.28	139.28	25.89	24.04	24.04
63.01	66.61	61.38	65.54	66.28	69.59	60	60.00	60.00	100.00	100.00	25.89	24.04	24.04
82.37	83.94	79.88	82.54	87.04	87.04	65	87.04	87.04	100.00	100.00	25.89	24.04	24.04

DISABILITY RATES (Waiver of Premium) (Male)

.39	.32	.39	.32	.43	.35	1544	.61	.54
.44	.37	.44	.37	.48	.41	2077	.52	.67	.60	.08
.53	.43	.53	.43	.58	.47	2591	.68	.87	.75	.10
.62	.51	.62	.51	.69	.55	3097	.78	.94	.81	.12
1.09	1.07	1.09	1.07	1.20	1.18	40	1.66	1.31	2.19	1.75	.35
1.51	1.58	1.51	1.58	1.68	1.64	45	2.23	1.92	3.34	2.64	.65
2.19	2.32	1.29	2.32	2.41	2.55	50	3.13	3.02	5.65	4.16
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Sales Ideas and Suggestions

Money Is Easier to Sell Than Insurance, Kernodle Says

Oliver P. Kernodle, manager of Phoenix Mutual Life in Chicago, in addressing the Columbus, O., Life Underwriters Association, observed that events of the past year have changed the entire pattern of economic lives. High taxes and forced savings, salary ceilings and rationing of many of the necessities of life, all essential to the war effort, have created problems, especially among the white collar group which has been the source of many of the best prospects.

"There is little wonder that many of our prospects today are confused and bewildered because of these abrupt and sudden changes in their economic picture," he declared. "However, with all of these changes, human emotions have not changed. We need only to read or listen to the human interest stories behind the news to realize that men today react the same as always. Motivation, as related to our business, may be defined as that influence which we exert upon our prospect to cause him to react favorably to our suggestions. It is fanning the spark of interest into a flame

of desire. It is pushing the right buttons.

"The motive power of a locomotive is steam, but steam is the result of water heated to more than 212 degrees. Less than that produces no power, and so if we expect to exert much influence upon our prospect, we must bring ourselves to the boiling point by heating ourselves with the fire of enthusiasm and sincerity. Certainly the temperature of a prospect will never rise higher than that of the salesman. Some years ago I ran across a few lines. 'Your sales story may be old to you, but always remember it is new to the prospect, so tell it with all the zest and enthusiasm an actor gives to reading some fine lines.'

Story of Motivation

"I think the best explanation of motivation I have ever read was a story which appeared a few months ago. It seems that a salesman was discussing a difficult situation with his sales manager and said that he had used every demon-

stration he could think of, but was unable to close the sale. He added, 'You know you can lead a horse to water, but you can't make him drink.' The sales manager replied, 'Whoever told you you're supposed to make him drink? You're supposed to make him thirsty.'

"Substantial evidence of this is the millions of dollars spent in national advertising and elaborate window displays, all designed not so much to sell as to create desire. People buy the things they want, and often times our prospect successfully conceals his desires from the observation of the salesman. Like an iceberg, only a very small portion is exposed to view on the surface, while underneath may be a desire of great proportions.

First Agent Missed Point

"Unfortunately, many men who qualify according to all of our standards as good prospects, do not desire life insurance. In fact, are negative and indifferent to a discussion of a life insurance program. I am thinking particularly of one such individual, who in order to get rid of a persistent salesman who had pressed him to be examined, told the examiner of several non-existent physical impairments. Later on another salesman presented an idea to this prospect

in a different light, created a desire, and made a substantial sale.

"Both agents were undoubtedly capable and sincere in their efforts. The first agent, however, missed one important point—he tried to induce the prospect to do something which he did not want to do, while the second agent succeeded in making the prospect want something which was good for him. Therein lies the difference between high pressure selling and motivation.

"We do, however, have something to talk about in which all men are interested—money. We have a phrase which we use in one of our sales talks, 'Probably the most sought after thing in life today is good health and after that financial independence.' Most men will accept the financial independence and take a chance on the good health. I believe if we were to make a survey of a large number of people and ask each one to express one wish, the majority of them would wish for money in one form or another.

"The desire for money begins at a very early age and continues throughout life. Somehow, few of us ever seem to get enough of it. It is not money itself which people want, but the goals which the possession of money enables them to attain, a certain standard of living, an education for their children, independence, security, influence and power. And so, for all practical purposes, I think we may assume that money is probably the greatest motivating factor among our prospects.

Normal Desire Already Exists

"Since people are interested in money, here is a normal desire which already exists and for which no thirst need be created. Money is easier to sell than life insurance. After all, life insurance is only a term, a name of a service, and a policy is only a contract between an individual and a strong financial institution. A contract which guarantees within its first few words to deliver to someone a certain number of thousands of dollars. A life insurance contract is evidence of the ownership of an estate.

"No real estate salesman ever attempts to sell a deed or an abstract, but rather sells property, using a deed as the evidence of ownership, the instrument which conveys the property to the purchaser. Why should we not then adopt the same attitude in respect to our business and sell people things they want, using the policy as the instrument which conveys the property which they purchase? We have long been accustomed to considering life insurance as intangible, but I believe that it can be made just as tangible as money which translates itself so readily into all the comforts and necessities of life. And so, I prefer to sell money by contract at a discount on the easy payment plan. Money to replace my prospect's earning power for the benefit of his family if he does not live, and for the benefit of the old man who will one day be dependent upon him in event he lives too long."

Beat Tax Deadline

"During the last day or so of 1942 quite a few agents and brokers were paying considerably more attention than usual to getting in all available commission checks before the end of the month. The reason, of course, was the 5 percent victory tax which went into effect Jan. 1. A few days earlier the Treasury had announced that the tax would be collected on money received after Jan. 1 even though earned before that date. Thus, producers received in effect a 5 percent bonus on commission checks that they were able to collect in December rather than January.

Exhibit of New Manufacturers Life Schedule

Herewith are presented two pages from the 1943 Little Gem Life Chart showing the new rates of Manufactur-

ers Life on several forms in both the participating and non-participating departments. All participating premiums

have been increased and except for term plans, the basis for calculating non-participating premiums has been revised.

Manufacturers Life, Can.

PREMIUM RATES PER \$1,000 (Participating)												PREMIUM RATES PER \$1,000 (Non-Participating)					
Ordinary Life Pay- ment Life	20 Year	20 En- dow- ment En- dow- ment	30 Year	30 En- dow- ment En- dow- ment	Half Ordinary Age	Life Paid- Up Ordinary Age	Life Paid- Up Age	Life Income Age	Life Income Age	Protective Income Age	Protective Income Age	Amer. Exp. 3½%	(a) Guaranteed Prot. Pension Fam. In- come Rider G. M. P. Year	(b) Guaranteed Prot. Pension Fam. In- come Rider G. M. P. Year	(c) Guaranteed Prot. Pension Fam. In- come Rider G. M. P. Year	(d) Guaranteed Prot. Pension Fam. In- come Rider G. M. P. Year	(e) Guaranteed Prot. Pension Fam. In- come Rider G. M. P. Year
													20	20	20	20	20
12.60	20.53	46.16	28.43	15.83	10	16.06	13.37	17.71	23.95	26.25	30.51	18.00	26.66
14.01	22.42	46.34	28.65	18.13	15	14.65	15.08	20.28	28.83	30.21	35.86	21.45	32.07
14.34	22.84	46.39	28.72	18.67	16	15.03	15.49	20.87	28.83	30.39	36.93	22.23	33.34
14.68	23.27	46.43	28.78	19.25	17	15.41	15.91	21.50	29.80	30.39	36.93	23.05	34.69
15.03	23.71	46.48	28.95	19.83	18	15.81	16.35	22.15	29.82	31.80	38.05	23.93	36.12
15.38	24.16	46.54	28.92	20.47	19	16.82	22.83	31.89	32.65	39.22	24.93	37.64
15.76	24.62	46.57	29.00	21.12	8.71	20	16.67	17.30	23.54	33.03	33.53	40.45	18.00	29.28	4.20	7.40	6.73
16.15	25.09	46.62	29.07	21.81	8.94	21	17.12	17.81	24.30	32.43	34.46	41.75	18.34	29.09	4.20	7.40	6.73
16.56	25.57	46.66	29.16	22.54	9.17	22	17.60	18.35	25.09	35.50	35.43	43.12	19.20	33.97	22.79	42.82	6.82
16.98	26.06	46.70	29.24	23.31	9.42	23	18.11	18.91	25.92	36.84	36.44	44.56	19.59	34.03	23.37	42.99	7.06
17.42	26.56	46.74	29.34	24.12	9.67	24	18.64	19.51	26.80	38.28	37.51	46.09	19.49	34.72	23.11	43.70	7.16
17.88	27.05	46.80	29.45	25.00	9.93	25	19.19	20.14	27.72	39.76	38.64	47.72	19.81	35.25	23.11	44.51	7.19
18.27	27.54	46.84	29.55	25.86	10.18	26	19.74	20.69	28.08	39.76	38.64	47.72	20.19	35.20	23.11	44.51	7.25
18.67	28.03	46.88	29.65	26.67	10.50	27	20.41	21.54	29.74	43.09	41.09	51.99	20.58	35.88	23.11	44.51	7.28
19.40	28.75	46.99	29.90	27.95	10.81	28	21.06	22.29	30.84	44.92	42.42	53.29	21.79	36.66	23.11	45.34	7.31
19.96	29.34	47.08	30.08	29.08	11.15	29	21.75	23.12	32.02	46.89	43.85	55.37	22.15	37.75	23.11	45.34	7.34
20.56	29.97	47.18	30.29	30.29	11.49	30	23.26	24.00	33.26	49.89	45.37	57.63	22.67	40.66	23.11	45.34	7.36
21.10	30.62	47.33	30.53	31.59	11.86	31	23.33	24.95	34.60	50.40	46.99	50.07	23.28	41.07	23.11	45.34	7.37
21.64	31.19	47.47	30.76	32.00	12.21	32	24.01	25.61	35.01	51.01	47.50	50.50	23.78	41.57	23.11	45.34	7.38
22.26	32.02	47.62	31.10	32.45	12.66	33	25.11	27.08	37.57	56.36	50.59	55.89	19.58	46.90	23.78	45.34	7.39
22.81	32.76	47.61	31.45	36.16	13.11	34	26.09	28.26	39.22	59.21	52.58	68.64	20.33	30.47	23.78	45.34	7.39
24.09	33.54	48.04	31.84	37.95	13.58	35	27.15	29.56	40.98	62.33	54.72	71.98	20.91	31.18	24.78	45.34	7.40
24.93	34.36	48.30	32.27	39.89	14.07	36	28.25	30.97	42.88	65.71	57.01	75.62	21.63	31.92	24.78	45.34	7.41
25.81	35.21	48.58	32.75	42.02	14.59	37	29.51	32.50	44.93	69.41	59.48	79.58	22.33	32.68	24.78	45.34	7.42
26.75	36.11	48.81	33.28	44.33	15.18	38	30.82	34.17	37.13	73.44	62.13	83.91	23.17	33.47	24.78	45.34	7.43
27.72	37.04	49.15	33.77	46.87	15.75	39	32.26	36.00	49.52	74.99	64.99	88.66	24.00	34.28	24.78	45.34	7.44
28.77	38.00	49.68	34.50	46.68	16.37	40	33.76	38.00	52.11	82.68	80.89	93.89	24.88	35.13	24.78	45.34	7.45
29.87	39.03	50.12	35.21	52.77	17.04	41	35.40	40.21	54.93	88.23	99.67	102.00	25.62	36.02	24.78	45.34	7.46
31.03	40.09	50.62	35.98	56.21	17.76	42	37.20	42.67	59.99	94.27	105.70	110.68	26.35	36.92	24.78	45.34	7.47
32.27	41.20	51.17	36.52	60.05	18.51	43	39.15	45.40	61.34	101.05	78.98	113.24	27.09	37.88	24.78	45.34	7.48
33.52	42.37	51.79	37.52	64.04	19.04	44	40.76	47.44	64.68	106.80	82.28	117.28	27.84	38.68	24.78	45.34	7.49
34.93	43.88	52.39	38.75	65.25	20.18	45	43.59	51.88	69.05	114.74	88.00	120.90	28.28	39.93	24.78	45.34	7.50
36.39	44.88	52.91	39.														

ACCIDENT

Toledo Agency Changes Name to Picton-Cavanaugh

Falconer, Dunbar & Picton, Toledo agency, has changed its name to Picton-Cavanaugh, Inc. No change in personnel is involved, the agency being headed by Byron S. Picton and William A. Cavanaugh, president and vice-president respectively.

The agency was founded in 1898 by Harry W. Falconer, who retired in 1936 but who still takes an active interest in the agency's progress. The agency gradually expanded its operations from fire and accident to include automobile covers, compensation, etc. Today it serves, in addition to its personal accounts, industrial plants and organizations throughout the country, and it gives preventive engineering service direct agency claim handling, medical and rehabilitation work, as well as sales service.

The agency will mark its 45th anniversary on Jan. 24. The agency has represented Aetna Life affiliated companies for the entire period and both Mr. Picton and Mr. Cavanaugh are resident vice-presidents of that group.

Kox, Davis to Northern Mutual

Northern Mutual Casualty of Chicago is expanding its agency department and is entering the brokerage field. Lewis O. Napier, president, has named Rodney A. Kox agency director and D. A. Davis, examiner with the Illinois insurance department for nine years, will head the home office accounting department.

Mr. Kox is an experienced agency man, having been with Travelers' Oak Park, Ill., branch for four years, the last two as manager. Previously he was with Continental Casualty for over three years, first with the franchise department of the Chicago branch and then as assistant superintendent of agencies of the home office railroad department.

AGENCY NEWS

Schrivener Agency Gathering

L. O. Schrivener, Peoria, Ill., general agent of Aetna Life, was host to 100 agents from 77 Illinois counties at a two-day agency gathering. The theme was "Where to Go and What to Do in 1943." There were business sessions Tuesday afternoon and Wednesday morning and afternoon; a dinner for agents and their wives, and a luncheon. Attending from the home office were N. M. DeNezzo and J. W. Craig, agency assistants, who took part in the discussions.

Toledo Agency 50 Years Old

The Toledo, O., agency of Equitable Society celebrated 50 years of continuous service in Toledo and northwestern Ohio Jan. 1. Through its efforts Equitable has more than \$50,000,000 insurance in force on approximately 20,000 lives in the area. Caleb L. York is now manager of the agency.

Hedges Reports Gains

Ten members of the Kansas-Northern Oklahoma Agency of Business Men's Assurance under Manager Bert A. Hedges, Wichita, qualified for one or more of the company's honor clubs in 1942. C. A. Baird of Almena, led in life volume while Margaret Teitelz, Wichita, was first in number of lives with 210 apps. Manager Hedges led in volume of combined lines, reporting a gain for the agency of 47 percent in life and 24 percent in accident and health for the year.

E. F. Nieburg, familiar in life insurance circles in St. Louis for the past 17 years and general agent for Guarantee Mutual Life for the past 8½ years, has

taken a new office at 1006-7 Landreth building.

Agents Association Elects

At the annual meeting of the Agents Association of the Alexander F. Gillis agency of Provident Mutual Life, in Newark, W. P. Adams was elected president; C. J. Schmitts, vice-president; Robert Haymarch, secretary, and Mrs. Mildred Randolph, treasurer.

CHICAGO

Edwards Agency, Chicago, Is No. 1 in Aetna Life

The R. S. Edwards general agency of Aetna Life in Chicago took first place in paid business volume for 1942 among that company's general agencies. This was the first time that the New York agency had been beaten.

Chicago also was No. 1 in five of the last seven months. Paul M. Williams, assistant general agent, last spring took over that post. He previously had been supervisor in charge of a unit.

ROYER HONORS LEADERS

Production leaders of the James M. Royer general agency of Penn Mutual Life in Chicago were honored at the agency's annual meeting. The gold cup as "underwriter of the year" went to Ralph O. Bradley, 23 years old, for proficiency in paid volume, paid cases, average premium, average numerical rating, declined cases, first year lapses, consecutive weekly production, etc. Paid life volume leaders for 1942 were: Robert Lotz, Edward H. Harrison and C. A. Flitcraft.

Charles Johnson, agency supervisor, was chairman of a session at which "1943 Markets" were discussed. The afternoon session was conducted by Mr. Royer with wives as guests. Mr. Royer discussed the permanence of a life insurance career, pointing out that the possibilities for an underwriter's success are greater now than at any time during the past decade. He pointed out advantages to both agents and their wives for directing men and women into the business.

The meeting ended with a reception and banquet attended by 30 full time agents and their wives.

ADVISORY COUNCIL STARTS

The Insurance Advisory Council of Illinois was reconstituted at a meeting Monday, preparatory to the opening of the Illinois legislature Wednesday. Laurence S. Jones, Ocean Accident, president Illinois Insurance Federation, was elected council chairman; J. P. Keevers, Maryland Casualty, federation board chairman, becomes vice-chairman, and Lillian L. Herring was named secretary.

The council is made up of representatives of the various insurance organizations in Illinois. Organizations and their council members are:

American Life Convention, C. B. Robbins, manager and general counsel; Association of Casualty & Surety Agents, Roy L. Davis, manager; Association of Casualty & Surety Managers, H. N. Douglass, New Amsterdam Casualty; Chicago Association of Life Underwriters, C. B. Stumes, Penn Mutual; Chicago Board, W. W. Hamilton, assistant manager; Chicago Insurance Agents Association, L. M. Drake, Critchell-Miller Agency; Health & Accident Underwriters Conference, A. D. Johnson, United; Illinois State Association of Life Underwriters; C. F. Axelson, Northwestern Mutual Life; Illinois Chamber of Commerce Insurance Committee, L. D. Cavanaugh, president Federal Life; Illinois Compensation Committee, G. H. Moloney, vice-president Hartford Accident; Illinois Tax Committee, Rollin M. Clark, vice-president

Continental Casualty; Insurance Brokers Association of Illinois; L. W. Lindquist; Illinois Insurance Federation, E. Irving Fiery, Royal Indemnity, vice-president; Life Insurance Companies of Illinois, Lyle L. Beach, Continental Casualty; National Association of Insurance Agents, Allan I. Wolff, Associated Agencies; National Board of Fire Underwriters, E. M. Griggs; Surety Underwriters Association of Chicago, B. J. Nietschmann, National Surety.

MCDERMOTT SPEAKS JAN. 11

E. H. McDermott, Chicago attorney, will address the Chicago Life Insurance & Trust Council at a luncheon meeting Jan. 11. Harvey Page, trust man, is program chairman. E. B. Thurman, general agent New England Mutual, president, will preside. Mr. McDermott, an authority on pension trusts and taxation, will speak on "Trends in Federal Taxation."

IN U. S. WAR SERVICE

Hal Nutt, who has been with the Diamond Life Bulletins, published by THE NATIONAL UNDERWRITER, the past year, will report to the naval training school at Dartmouth Feb. 3 for training as an ensign and then will go to the naval training school at Princeton. Mr. Nutt formerly was associated with Southwestern Life of Dallas.

President William J. Rushton of Protective Life has been advanced from major to lieutenant-colonel. He has been on active duty assigned to the Birmingham ordnance district since March. He has been a reserve officer for several years and prior to his assignment in Birmingham was in Washington as a selective service staff specialist under Maj. Gen. Lewis B. Hershey.

R. Lawrence Craig, formerly Birmingham manager of Fidelity Mutual Life, now in the army, has been promoted to captain. He is now stationed at Maxwell Field, Montgomery, Ala.

Walter Brown of the Elmer Abbey agency of Aetna Life in San Antonio, is now in the army, serving with the medical corps at Brooks Field, San Antonio.

F. M. Freeman, Jr., Equitable Society, San Antonio, is now stationed at Shepard Field, having received his commission as a lieutenant after completing the officers training course at Miami Beach.

Anson Yeager, home office representative of Life & Casualty, has entered the army at Camp Forrest, Tenn. He was presented an appropriate gift by Vice-presidents C. M. Herron and W. V. Walker on his departure.

Roy Haney, Business Men's Assurance, Wichita, has enlisted in the army air corps and was reported at San Antonio, Tex.

Capt. James H. Ready, medical director of General American Life, who is with the army air corps, medical division, has been transferred from Barksdale Field, La., to Will Rogers Field near Oklahoma City. Lieut. Joseph Burcham, who was home office attorney of General American prior to entering the army, has been transferred from Lowry Field, Colo., to Randolph Field, Tex.

Lieut. Robert Tedlock, who was among those participating in the big American air raid on Tunis Jan. 2, before entering the service was with the policy loan department of General American Life at its home office.

Lt. Guilford Dudley, Jr., former vice-president of Life & Casualty, has graduated from the naval training school at Pensacola, Fla., and has received his navy wings. He ranked 5th in a class of 250.

John P. Devaney, an examiner in the Los Angeles office of the California department, has entered service as a lieutenant (j. g.) in the naval reserve, and will report at Tucson, Ariz., for training.

Robert Sohnen, acting editor of "The Agency Bulletin" of Union Central Life, is entering the army Jan. 9. Myron D. Jones, assistant editor, will be acting

Group in Force Gains Two Billion

(CONTINUED FROM PAGE 2)

death and dismemberment insurance, \$85,000,000 in lump sum payments; hospital expense insurance, \$350,000 for daily hospital room and board payments; surgical benefits, \$9,900,000 in maximum reimbursement for surgical care, and group annuities, \$1,980,000 in annual retirement income at the maturity of the contracts.

Total premium income in 1942 for all group coverages amounted to \$98,626,000, an increase of more than \$5,000,000 above the all-time high record established in 1941.

Nineteen new members qualified for Equitable's Group Millionaires Club in 1942, while 60 old members requalified. The Woods agency, Pittsburgh, led in group production, followed by Prosser & Homans, New York, and the Dickensson agency, Philadelphia. The Ryan agency of Detroit led in staff production with the Van Winkle agency, Los Angeles, second, and the Wilson agency, New York, third.

Should Pay Double Indemnity in Boston Fire

(CONTINUED FROM PAGE 1)

which the real and popularly understood cause of death was a tragic fire, although the end result was death by suffocation.

"While clauses must be administered as written to prevent discrimination, we must remember that the development of broad and liberal principles of interpretation to carry out the purposes of a contract are the surest assurance of public good will."

Seek Guertin Law in Nebraska

LINCOLN, NEB.—Insurance Director Fraizer will not submit to the legislature any program of desired insurance legislation, but will ask the governor to sponsor the legislation necessary to adopt the Guertin plan for Nebraska. With a number of companies using lower rates of interest assumption, it is desirable that legislation in this state be made to conform. At present the law is that valuation of policies shall be on the basis of the American Experience table, with not less than 3 and not more than 4 percent compound interest.

Canadians Mobilized for Victory

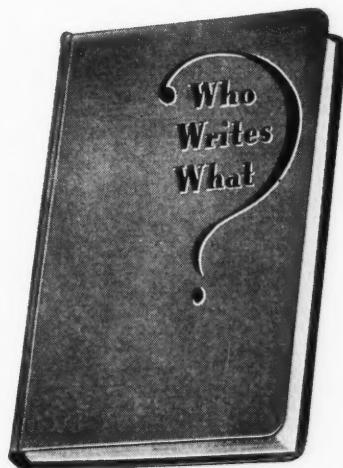
TORONTO—Life insurance is utilizing all its resources for victory while protecting policyholders on the home front. J. G. Parker, general manager and actuary Imperial Life, declared in his annual statement as president of the Canadian Life Officers Association. Over \$450,000,000 has been invested in war loans by life companies which means that the average policyholder has \$112 invested in victory. Over 2,800 Canadian life insurance men are in the armed services. During the last victory loan life men secured over \$57,000,000 in subscriptions.

O. Senate Insurance Committee

COLUMBUS—The Ohio general assembly met this week. The following will compose the insurance committee of the senate: O. W. Whitney, Sunbury, chairman; F. L. Adams, Bowling Green, vice chairman; S. G. McKie, Cincinnati; J. I. Ross, Dayton; R. H. Burke, Hamilton; C. D. Sheppard, Akron; F. G. Reiners, Cincinnati; F. E. Bubna, Cleveland.

Whitney, Adams, Ross and Burke are insurance agents.

editor during Mr. Sohnen's absence. Mr. Sohnen was appointed acting editor of the weekly sales magazine in March, 1942, when James A. Maxwell was inducted. He had served as assistant editor for a year.



**New Up-to-date Edition
Ready in January**

**TYPICAL QUESTIONS
ANSWERED
by "Who Writes What?"**

- Who writes temporary annuities?
- What companies take older ages?
- Where shall I place that sub-standard or aviation case?
- Who writes "pension trusts"?
- What companies take overweights?
- Where can I get coverage for that wealthy woman?
- Who will write the combination single premium and annuity contract?
- What companies write group annuities? —term to 65?—5 pay life?
- Where can I get a deferred survivorship annuity?—5 year endowment?
- Who uses graded death benefits on sub-standard?
- What companies write mortgage protection with reducing coverage?
- Where can I place that salary savings or hospitalization case?
- Who writes long term contracts—yearly renewable term—men above 65?
- What companies allow the beneficiary to elect more than one settlement option?
- Who takes 10 years' advance premiums? —retains substantial amounts?

AND MANY, MANY OTHERS!
Order yours today!

**Mail this Coupon
for Yours
NOW!**

Announcing the New Improved

1943 Edition of

"Who Writes What?"

The old bothersome problems of where to place brokerage and surplus line cases were, to a very large extent, solved by publication of the first edition of "Who Writes What?", last winter. It proved extremely popular. Filling a long felt need, this novel reference book enables one to quickly find what he wants to know—without wasting a lot of time 'phoning, writing or "hunting around."

No Need to "Hunt Around"!

With "Who Writes What?" you simply consult its comprehensive topical index for the subject in question and then turn to the section indicated. There you find, *in one place*, all the companies that write the contract you are looking for. The same applies to the rules in accordance with which the risks will be accepted.

Many Important Changes

War and the related problems have caused rapid and widespread changes in all phases of this important subject—so that the original edition has now gotten seriously out of date. Therefore, in response to many requests (and advance orders) we are now preparing a new up-to-date "Who Writes What?" for 1943, to be published early in January. It will incorporate many valuable suggestions made by enthusiastic subscribers and consequently will be *much more useful and comprehensive* than the "pioneer" edition.

You May Order "On Approval"

Space limitations prevent full description but the adjoining questions illustrate the scope and uses of the new 1943 "Who Writes What?" With it you will be equipped to quickly answer hundreds of similar, puzzling questions. To assure prompt delivery of the new edition, place your order now. Single copy price \$2.50. You may order "on 10-day approval". Send in your order, today.

Send me on "ten-day approval", as soon as ready

cop New 1943 "Who Writes What?"

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"Thanks very much—and we'll gladly send copies to anyone else who requests them!"

Sincerest thanks to the many men and women in the life insurance fraternity who have written to tell us how much they enjoyed reading President James A. Fulton's address, "Essential? . . . I Think So." Such comment has encouraged us to take this means of announcing that we'll gladly send copies to anyone else who requests them. As the President of one company observed, "... it is the kind of talk all people in the Field need today."

Home Life Insurance Co.

ETHELBERT IDE LOW **New York.** **JAMES A. FULTON**
Chairman *President*
WILLIAM P. WORTHINGTON
Vice-President and Superintendent of Agencies

**HOME LIFE INSURANCE CO.
256 BROADWAY, NEW YORK**

Please send me copies of President Fulton's address "Essential? I think so . . ."

NAME.....
ADDRESS.....
CITY..... STATE.....

call on the store of products they have helped to create at the time when they need them. They help to produce, distribute and transport when they are young. They still consume when they are old and can no longer play their part. They may die during their productive period and leave behind them dependent wives and helpless children. And so if we are to conquer this battle against fear and want, there must be a method of assuring people that the results of their efforts, but shall not only have the results needed them.

and the results of their efforts, we need them.

Where Do We Fit In . . . ?

What is the answer to this problem of time? It is life insurance. It is the only answer under a system of free enterprise. And so can any life insurance must play but the part that the institution of life objectives which are commonly accepted as necessary to a lasting peace!

Mr. Welles and other people who have spoken on this subject are not thinking of any paternalistic system. They would provide a means of substituting

Are we essential? Can anyone doubt it? We are not only essential to the winning of this War and to the winning of peace, but we must play a major part in both.

potential to do ~~any~~ for itself. It is that group of potential leaders that the Home Life has chosen as its particular field in the business of life insurance.

To the extent that a good job is to be done in that field, by the companies collectively, to fill its probability that life insurance shall fulfill its full part in the task that is ahead of this country. The Home Life has constituted itself a laboratory to work out better methods of meeting the new demands arising from modern conditions. We in the Field and we in the Home Office are to live trials that are and will be increasingly to the whole business of life insur-

potential leaders that the Home Life has chosen as particular field in the business of life insurance. To the extent that a good job is done in that field, by the companies collectively, to just such an extent is the probability that life insurance shall fulfill its full part in the task that is ahead of this country. The Home Life has constituted itself a laboratory to work out better methods of meeting the new demands arising from modern conditions. We in the Field and we in the Home Office conditions, gather blazing trails that are and will increasingly be of benefit to the whole business of life insure-

• be us • 10

"Essential? . . . I Think So . . ." is reaffirmation of faith in the vital part life insurance and the people in it can play in the winning of this War—and of the peace to follow. Originally presented before Home Life's President's Club members, the address was so enthusiastically received it was reprinted in booklet form and has since been widely distributed among Home Life's Field Force and policyholders.